

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE 1982

	EVENING 7:00-11:00 PM										
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 30 Min	All 60 Min	7:00-9:00 PM	9:00-11:00 PM(2)	All 7:00-11:00 PM
HOUSEHOLDS % AVG. AUD.	11.1	14.8	13.9			13.9	13.8	11.2	12.0	14.0	13.1
NO. OF PROGRAMS†	10	8	27	1FR	1FR	8	34	39	27	38	24

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM						WEEKEND DAYTIME		
	Informational(1)		11:30PM-1:00AM(4)		Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM-1:00PM	1:00-4:30PM	10:00AM-4:30PM	Children's(1)	Regular	Sports Special(3)	Total(3)
	Once-a-Week	Multi-weekly		Daytime Drama									
HOUSEHOLDS % AVG. AUD.	6.6	10.7	5.2	6.2	5.6	4.5	4.6	6.4	5.7	4.5	6.0	6.6	6.3
NO. OF PROGRAMS†	5	3	11	14	5	4	12	12	24	31	8	10	18

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 6, 1982

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	TV'S GREATEST COMMERCIALS(S)	21.3	17,360	11	60 MINUTES#	17.5	14,260
2	ABC MONDAY NIGHT MOVIE#	20.5	16,710	12	NBC SUNDAY NIGHT MOVIE#	17.4	14,180
3	TOO CLOSE FOR COMFORT#	18.9	15,400	13	M*A*S*H#	17.0	13,860
4	GIMME A BREAK#	18.7	15,240	14	QUINCY, M.E.#	16.4	13,370
5	HILL STREET BLUES#	18.6	15,160	15	LOVE BOAT#	16.3	13,280
6	BOB HOPE BIRTHDAY(S)	18.1	14,750	16	FANTASY ISLAND#	16.0	13,040
7	DIFF'RENT STROKES#	18.0	14,670	17	TONY AWARDS(S)	15.7	12,800
8	THREE'S COMPANY#	17.9	14,590	18	FACTS OF LIFE#	15.6	12,710
9	HART TO HART#	17.8	14,510	18	RICHARD PRYOR SHOW(S)	15.6	12,710
10	20/20#	17.6	14,340				

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1982 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
EVENING CONT'D																													
FALL GUY					28	199		99		A	15.5	27	1263	LOVE BOAT					32	199	200	99	98	A	16.3	33	1328		
2 WED.					9.00P	60	ABC	A		B	18.7	29	1524	SAT.					9.00P	60	ABC	CS		B	20.6	35	1679		
FAME					19	193		98		A	11.9	23	970	MAGNUM, P.I.					31	192	171	99	95	A	15.1	28	1231		
1 THU.					8.00P	60	NBC	GD		B	14.3	23	1165	THU.					8.00P	60	CBS	PD		B	20.4	33	1663		
FANTASY ISLAND					29	199		197		99	98	A	16.0	33	1304	MAKING A LIVING					1		181		94	A	10.9	20	888
SAT.					10.00P	60	ABC	A		B	17.9	33	1459	2 FRI.					8.30P	30	ABC	CS		B	10.9	20	888		
FATHER MURPHY					12	203		206		97	99	A	7.1	16	579	M*A*S*H					29	197	194	99	98	A	17.0	29	1386
SUN.					7.00P	60	NBC	GD		B	9.5	18	774	MON.					9.00P	30	CBS	CS		B	21.0	31	1712		
FLAMINGO ROAD					7	189		96		A	10.6	18	864	MCCLAIN'S LAW					4	185	182	95	94	A	10.6	21	864		
2 TUE.					9.00P	120	NBC	GD		B	14.1	22	1149	FRI.					10.00P	60	NBC	OP		B	10.8	20	880		
GIMME A BREAK					28	191		186		97	96	A	18.7	31	1524	MORK & MINDY					2	188	159	96	92	A	9.7	19	791
THU.					9.30P	30	NBC	CS		B	16.6	26	1353	THU.					8.00P	30	ABC	CS		B	9.7	19	791		
GOLDEN SHOWCASE(S)						193		99		A	14.3	25	1165	NBA CHAMPIONSHIP GAME-1(S)						194		99		A	12.7	23	1035		
1 WED.					9.00P	120	CBS	GD						1 THU.					9.00P	150	CBS	SE			A	12.9	23	1051	
GOODBYE DSNT MEAN FOREVER(S)						141		82		A	7.6	17	619	NBA CHAMPIONSHIP GM3(S)							195		99						
1 FRI.					8.00P	30	NBC	CS						2 TUE.					9.00P	160	CBS	SE			A	14.7	25	1198	
GREAT MOVIE STUNTS(S)						176		93		A	10.9	21	888	NBA CHAMPIONSHIP GAME-4(S)						193		99							
1 WED.					8.00P	60	CBS	DO						2 THU.					9.00P	153	CBS	SE			A	7.8	16	636	
GREATEST AMERICAN HERO					29	183		159		92	93	A	11.4	22	929	NBC MAGAZINE					3	170		92		B	8.9	18	725
															1 SAT.					10.00P	60	NBC	DN						

WED.	8.00P	60	ABC	CS						B	15.9	25	1296	NBC MONDAY NIGHT MOVIES					24	196	188	96	94	A	14.7	26	1198
										B	12.6	23	1027	1 MON.	8.00P	120	NBC	FF						B	17.7	27	1443
HAPPY DAYS					32	204	177	99	96	A	12.6	23	1027	2 MON.	9.00P	120								A	6.4	13	522
TUE.	8.00P	30	ABC	CS						B	19.4	31	1581	NBC NEWS SPECIAL REPORT(S)						179		95					
HARPER VALLEY					8	168	171	87	91	A	8.7	19	709	2 SAT.	10.00P	60	NBC	N									
SAT.	8.00P	30	NBC	CS						B	8.8	18	717											A	11.1	20	905
HART TO HART					31	202	195	99	98	A	17.8	31	1451	NBC NEWS UPDATE-M-F					168	163	156	85	86	B	13.8	21	1125
TUE.	10.00P	60	ABC	PD						B	20.7	35	1687	1 MON.	9.09P	1	NBC	N									
HERE'S BOOMER SPECIAL(S)							167		95	A	12.1	21	986	1 TUE.	9.05P	1											
2 THU.	8.30P	30	NBC	GD										1 W & TH	8.58P	1											
														1 FRI.	9.01P	1											
HILL STREET BLUES					28	212	213	99	99	A	18.6	33	1516	2 M-TH	8.58P	1											
THU.	10.00P	60	NBC	OP						B	18.3	31	1491	2 FRI.	8.59P	1											
HOUSE CALLS					2	191	192	98	98	A	15.2	25	1239	NBC NEWS UPDATE-SAT.					34	154	147	82	82	A	7.0	15	571
MON.	9.30P	30	CBS	CS						B	15.2	25	1239	SAT.	8.58P	1	NBC	N						B	10.7	18	872
INCREDIBLE HULK					4		137		89	A	8.0	16	652	NBC NEWS UPDATE-SUN.					34	176	177	90	91	A	12.1	24	986
2 WED.	8.00P	60	CBS	SF						B	10.3	19	839	SUN.	8.58P	1	NBC	N						B	14.6	22	1190
INDIANAPOLIS 500(S)						203		99		A	12.3	25	1002	NBC NEWS UPDATE-2-M-F					81	169	166	89	87	A	11.5	20	937
1 SUN.	9.00P	172	ABC	SE										1 MWF	9.58P	1	NBC	N						B	13.3	21	1084
														2 W & F	9.58P	1											
JEFFERSONS					25	192		99		A	14.2	27	1157	NBC NEWS UPDATE-2-SUN.					18	182	178	91	92	A	16.4	29	1337
1 SUN.	9.30P	30	CBS	CS						B	22.6	34	1842	1 SUN.	10.16P	1	NBC	N						B	15.6	24	1271
LAVERNE & SHIRLEY					6	201	161	99	93	A	12.7	22	1035	2 SUN.	9.49P	1											
TUE.	8.30P	30	ABC	CS						B	14.4	25	1174	NBC NIGHTLY NEWS-SAT.					29		168		86	A	6.8	16	554
LITTLE HOUSE-PRAIRIE					27		207		97	A	11.6	22	945	2 SAT.	6.30P	30	NBC	N						B	9.1	17	742
2 MON.	8.00P	60	NBC	GD						B	18.5	28	1508						25	164	167	85	86	A	7.7	19	628
LOU GRANT					24	197	192	97	97	A	13.2	23	1076	NBC NIGHTLY NEWS-SUN.										B	8.1	15	660
MON.	10.00P	60	CBS	GD						B	15.8	26	1288	SUN.	6.30P	30	NBC	N									

KEY: A=CURRENT REPORT S=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1982 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
EVENING CONT'D															
NBC NIGHTLY NEWS						167	207	207	99	99	A	10.1	22	823	
M-F 6.30P 30 NBC N										B	12.4	22	1011		
NBC SUNDAY NIGHT MOVIE						24	197	195	97	98	A	17.4	32	1418	
1 SUN. 9.00P 145 NBC FF										B	16.2	26	1320		
2 SUN. 9.00P 120															
NEWSBREAK-M-F						163	177	158	93	89	A	10.9	20	888	
1 MTU THF 8.58P 1 CBS N										B	15.1	24	1231		
1 WED. 8.57P 2															
2 MON. 8.28P 1															
2 TU-F 8.58P 1															
NEWSBREAK-SAT.						33	185	178	97	96	A	9.3	20	758	
1 SAT. 8.57P 2 CBS N										B	13.2	23	1076		
2 SAT. 8.58P 1															
NEWSBREAK-SUN.						34	178	179	95	96	A	12.5	24	1019	
SUN. 8.58P 1 CBS N										B	19.5	29	1589		
ONE DAY AT A TIME						26	190	194	99	99	A	13.6	27	1108	
SUN. 8.30P 30 CBS CS										B	20.5	31	1671		
ONE OF THE BOYS						8	173	178	89	92	A	8.7	18	709	
SAT. 8.30P 30 NBC CS										B	8.8	17	717		
PINK AT FIRST SIGHT(S)							187		97		A	9.3	20	758	

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
THREE'S COMPANY						32	205	191	99	96	A	17.9	29	1459	
TUE. 9.00P 30 ABC CS										B	22.9	35	1866		
TODAY'S FBI						1		183		94	A	10.6	22	864	
2 SAT. 8.00P 60 ABC OP										B	10.6	22	864		
TONY AWARDS(S)								195		99	A	15.7	27	1280	
2 SUN. 9.00P 133 CBS AC															
TOO CLOSE FOR COMFORT						29	205	204	99	99	A	18.9	31	1540	
TUE. 9.30P 30 ABC CS										B	22.3	34	1817		
TRAPPER JOHN, M.D.						26	194		99		A	14.3	27	1165	
1 SUN. 10.00P 60 CBS GD										B	20.5	34	1671		
TV'S GREATEST COMMERCIALS(S)							201		98		A	21.3	35	1736	
1 TUE. 10.00P 60 NBC GV															
20/20						29	202		99		A	17.6	32	1434	
1 THU. 10.00P 60 ABC DN										B	15.5	26	1263		
WALT DISNEY						31	194	188	99	98	A	9.8	21	799	
SAT. 8.00P 60 CBS FV										B	15.3	27	1247		
YABBA DABBA DOO 2(S)								144		87	A	9.3	17	758	
2 TUE. 8.00P 60 CBS EA															
•LATE FRINGE															

1 SAT. 8.30P 30 ABC CS	1	172	92	A	11.9	24	970	ABC MOVIE OF THE WEEK	19	156	88	A	3.0	14	245			
PRIVATE BENJAMIN				B	11.9	24	970	1 MON. 12.00M 71 ABC FF				B	3.2	15	261			
2 MON. 8.00P 30 CBS CS								ABC MOVIE OF THE WEEK-2	14	156	88	A	2.7	19	220			
QUINCY, M.E.	27	201	199	99	98	A	16.4	30	1337	1 MON. 1.11A 16 ABC FF		B	2.5	17	204			
WED. 10.00P 60 NBC OP						B	16.4	28	1337	ABC NEWS:NIGHTLINE	147	A	7.4	21	603			
RAINBOW GIRL(S)		172		85	A	5.8	11	473	M-F 11.30P 30 ABC N		B	7.3	21	595				
2 FRI. 8.00P 30 NBC CS																		
REAL PEOPLE	32	200	186	97	97	A	12.9	25	1051	ABC NEWS:NIGHTLINE-WED(B)	190	97	A	5.8	21	473		
WED. 8.00P 60 NBC PV						B	19.1	30	1557	1 WED. 12.00M 10 ABC N								
REPORT TO MURPHY	5	175		92	A	11.1	20	905	ABC WEEKEND REPORT-SAT.	33	167	170	91	91	A	6.0	14	489
2 MON. 8.30P 30 CBS CS						B	13.2	22	1076	1 SAT. 11.00P 15 ABC N		B	6.4	14	522			
									2 SAT. 11.00P 30									
RICHARD PRYOR SHOW(S)		199		97	A	15.6	27	1271	ABC WEEKEND REPORT-SUN.	34	174	173	95	93	A	4.3	11	350
1 MON. 10.00P 60 NBC CV									1 SUN. 12.00M 15 ABC N						B	4.8	11	391
SCAMPS(S)		169		95	A	11.6	22	945	2 SUN. 11.00P 15									
2 THU. 8.00P 30 NBC CS									CBS SUNDAY NEWS-OSGOOD	35	123	120	70	69	A	6.1	13	497
									1 SUN. 11.00P 15 CBS N						B	6.6	14	538
60 MINUTES	34	200	204	99	99	A	17.5	40	1426	2 SUN. 11.13P 15								
SUN. 7.00P 60 CBS DN						B	25.9	42	2111									
STRIKE FORCE	21	181		97	A	14.5	29	1182	DAVID LETTERMAN I	68	186	187	94	94	A	2.9	14	236
1 FRI. 10.00P 60 ABC OP						B	13.5	24	1100	M-TH 12.30A 30 NBC GV		B	2.9	15	236			
									DAVID LETTERMAN II	68	187	187	94	94	A	2.3	14	187
TAXI	32	197	201	98	99	A	14.6	24	1190	1 MWTH 1.00A 30 NBC GV		B	2.2	14	179			
THU. 9.30P 30 ABC CS						B	15.7	25	1280	1 TUE. 1.00A 26								
TEACHERS ONLY	6	201	181	98	94	A	15.0	25	1223	2 M-W 1.00A 30								
WED. 9.30P 30 NBC CS						B	15.6	25	1271	2 THU. 1.00A 24								
THAT'S INCREDIBLE	29	202	200	98	98	A	14.4	27	1174	DAVID LETTERMAN SPECIAL(S)	175	91	A	2.9	13	236		
MON. 8.00P 60 ABC PV						B	18.0	27	1467	2 FRI. 12.30A 85 NBC GV								

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
LATE FRINGE CONT'D										SATURDAY NIGHT									
FANTASY ISLAND-12.00 33										1 SAT. 11.30P 76 NBC GV 28									
1 TUE. 12.00M 69 ABC A										207 98									
FRIDAYS 33										SCTV COMEDY SPECIAL(S)									
FRI. 12.00M 71 ABC GV										2 SAT. 11.30P 80 NBC GV									
FRIDAYS-PART 2 30										SCTV NETWORK 29									
1 FRI. 1.11A 9 ABC GV										1 FRI. 12.30A 90 NBC GV									
2 FRI. 1.11A 10										TONIGHT SHOW 169									
LATE MOVIE I 166										M-F 11.30P 60 NBC GV									
1 MON. 11.30P 71 CBS FF										VEGAS-12.00 32									
1 TUE. 11.30P 65										1 THU. 12.00M 69 ABC PD									
1 WED. 11.30P 75										2 THU. 12.00M 68									
1 THU. 12.01A 72										WEEKDAY DAYTIME 169									
1 FRI. 11.30P 76										ABC DAYTIME NEWSBRIEF-M-F									
2 M & W 11.30P 72										M-F 1.57P 2 ABC N									
2 TUE. 12.10A 73										AFTERNOON PLAYHOUSE(S)									
2 THU. 12.03A 72										2 TUE. 4.30P 60 CBS CL									
2 FRI. 11.30P 75										ALICE-M-F 166									
LATE MOVIE II 166										M-F 10.30A 30 CBS CS									
1 MON. 12.41A 47 CBS FF										ALL MY CHILDREN 169									
1 TUE. 12.35A 49																			
1 WED. 12.45A 46																			

1 THU. 1.13A 42																			
1 FRI. 12.46A 43																			
2 MON. 12.42A 43																			
2 TUE. 1.23A 45																			
2 WED. 12.42A 47																			
2 THU. 1.15A 50																			
2 FRI. 12.45A 44																			
LOVE BOAT-12.00 32	160		89																
1 WED. 12.10A 68 ABC CS																			
MANIONS-AMERICA MON-PT 1(S)		165		89															
2 MON. 12.00M 71 ABC GD																			
MANIONS-AMERICA MON-PT 2(S)		165		89															
2 MON. 1.11A 17 ABC GD																			
MANIONS-AMERICA TUE-PT 1(S)		163		89															
2 TUE. 12.00M 71 ABC GD																			
MANIONS-AMERICA TUE-PT 2(S)		164		90															
2 TUE. 1.11A 20 ABC GD																			
MANIONS-AMERICA WED-PT 1(S)		164		90															
2 WED. 12.00M 71 ABC GD																			
MANIONS-AMERICA WED-PT 2(S)		164		90															
2 WED. 1.11A 21 ABC GD																			
NBC LATE NIGHT MOVIE 33	55	55	39	39															
1 SUN. 11.55P 83 NBC FF																			
2 SUN. 11.45P 67																			
NBC NEWS SPEC. REPORT-2(S)		199		99															
2 SUN. 11.30P 15 NBC N																			

1 MON. 1.00P 11 ABC DD																			
& 1.30P 30																			
1 TU-F 1.00P 60																			
2 M-F 1.00P 60																			
ANOTHER WORLD 163	202	202	99	99															
M-F 2.00P 60 NBC DD																			
AS THE WORLD TURNS 167	201	200	99	99															
M-F 1.30P 60 CBS DD																			
CAPITOL 45	196	196	97	97															
M-F 2.30P 30 CBS DD																			
CAPTAIN KANGAROO 95	93	91	67	66															
M-F 6.30A 30 CBS C																			
CHIPS M-F 30	164	162	88	88															
M-F 3.00P 60 NBC OP																			
DAYS OF OUR LIVES 165	208	208	99	99															
M-F 1.00P 60 NBC DD																			
DIFFRENT STROKES M-F 35	122	124	74	73															
M-F 10.00A 30 NBC CS																			
DOCTORS 45	139	139	72	72															
M-F 12.00N 30 NBC DD																			
EDGE OF NIGHT 161	156	156	79	79															
M-F 4.00P 30 ABC DD																			
FAMILY FEUD 169	175	175	92	91															
M-F 12.00N 30 ABC QP																			
GENERAL HOSPITAL 167	204	204	99	99															
M-F 3.00P 60 ABC DD																			

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1982 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
W K # DAY START TIME DUR NET TYPE										W K # DAY START TIME DUR NET TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
AUG. SHARE (0,000)										AUG. SHARE (0,000)									
WEEKDAY DAYTIME CONT'D																			
GOOD MORNING, AMERICA-730 169										ABC WIDE WORLD-SPORTS SAT 24									
M-F 7.30A 30 ABC N										SAT. 5.02P 88 ABC SA									
GOOD MORNING, AMERICA-830 169										ABC WIDE WORLD-SPORTS SUN 17									
M-F 8.30A 30 ABC N										SUN. 4.30P 90 ABC SA									
GUIDING LIGHT 167										AMERICAN BANDSTAND '82 26									
M-F 3.00P 60 CBS DD										SAT. 12.30P 60 ABC PC									
LOVE BOAT DAYTIME 168										AMERICAN SPORTSMAN B 173									
M-F 11.00A 60 ABC CS										1 SUN. 3.30P 60 ABC SA									
MORNING-KURTIS & SAWYER 1 55										BELMONT STAKES(S) 192									
M-F 7.30A 30 CBS N										2 SAT. 5.00P 60 CBS SE									
MORNING-KURTIS & SAWYER 2 55										BETCHA DON'T KNOW-8:28AM 21									
M-F 8.30A 30 CBS N										SAT. 8.2PA 2 NBC CN									
NEWSBREAK-11.57 164										BETCHA DON'T KNOW-9:28AM 21									
M-F 11.57A 2 CBS N										SAT. 9.28A 2 NBC CN									
NEWSBREAK-3.57 167										BETCHA DON'T KNOW-10:28AM 21									
M-F 3.57P 2 CBS N										SAT. 10.28A 2 NBC CN									
ONE DAY AT A TIME-M-F 163										BETCHA DON'T KNOW-11:58AM 20									
M-F 10.00A 30 CBS CS										SAT. 11.58A 2 NBC CN									
ONE LIFE TO LIVE 169										BETCHA DON'T KNOW-12:28PM 21									
										SAT. 12.28P 2 NBC CN									

M-F 2.00P 60 ABC DD										BLACKSTAR 23									
PRICE IS RIGHT 1 166										SAT. 11.30A 30 CBS CA									
M-F 11.00A 30 CBS AP										BUGS BUNNY/ROAD RUNNER 1 24									
PRICE IS RIGHT 2 165										SAT. 9.30A 30 CBS CA									
M-F 11.30A 30 CBS AP										BUGS BUNNY/ROAD RUNNER 2 25									
RYAN'S HOPE 168										SAT. 10.00A 30 CBS CA									
M-F 12.30P 30 ABC DD										BUGS BUNNY/ROAD RUNNER 3 25									
SEARCH FOR TOMORROW 45										SAT. 10.30A 30 CBS CA									
M-F 12.30P 30 NBC DD										BUGS BUNNY/ROAD RUNNER 4 25									
TATTLETALES 95										SAT. 11.00A 30 CBS CA									
M-F 4.00P 30 CBS QG										BULLWINKLE 34									
TEXAS 30										SAT. 12.30P 30 NBC CA									
M-F 11.00A 60 NBC DD										CBS SPORTS SATURDAY 21									
TODAY SHOW-7.30AM 167										1 SAT. 4.30P 90 CBS SA									
M-F 7.30A 30 NBC N										DAFFY/SPEEDY SHOW 29									
TODAY SHOW-8.30AM 168										SAT. 12.00N 30 NBC CA									
M-F 8.30A 30 NBC N										DEAR ALEX & ANNIE-10.56AM 17									
WHEEL OF FORTUNE 30										SAT. 10.56A 3 ABC CN									
M-F 10.30A 30 NBC QG										DEAR ALEX & ANNIE-11.25AM 34									
YOUNG AND THE RESTLESS 167										SUN. 11.25A 4 ABC CN									
M-F 12.30P 60 CBS DD										FACE THE NATION 35									
•WEEKEND DAYTIME										SUN. 11.30A 30 CBS CC									
ABC WEEKEND SPECIALS 27										FLINTSTONE'S COMEDY SHW2 36									
SAT. 12.00N 30 ABC FV										SAT. 8.00A 30 NBC CA									

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1982 REPORT

PROGRAM NAME										PROGRAM NAME									
1/1 THIS SEASON										1/1 THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. SHARE (0,000)										AVG. AUD. SHARE (0,000)									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
WEEKEND DAYTIME CONT'D										KIDS ARE PEOPLE TOO II									
FONZ AND HAPPY DAYS GANG 17										1 SUN. 11.06A 24 ABC CL									
SAT. 11.00A 30 ABC CA										2 SUN. 11.04A 26									
FRENCH OPEN TENNIS-SAT(S)										KWICKY KOALA SHOW									
2 SAT. 2.30P 90 CBS SE										SAT. 1.00P 30 CBS CA									
FRENCH OPEN TENNIS-SUN(S)										LAVERNE AND SHIRLEY									
2 SUN. 12.00N 120 CBS SE										SAT. 9.30A 30 ABC CA									
GOLDIE GOLD/ACTION JACK 17										MEET THE PRESS									
SAT. 9.00A 30 ABC CA										SUN. 12.30P 30 NBC CC									
GRAND PRIX OF DETROIT(S)										MEMORIAL GOLF TOURN.-SAT(S)									
2 SUN. 2.00P 150 ABC SE										1 SAT. 3.00P 90 CBS SE									
HEATHCLIFF & MARMADUKE 17										MEMORIAL GOLF TOURN.-SUN(S)									
SAT. 11.30A 30 ABC CA										1 SUN. 3.40P 155 CBS SE									
IN THE NEWS- 8.26AM										NBA CHAMPIONSHIP GAME-2(S)									
SAT. 8.26A 3 CBS CN										1 SUN. 1.00P 160 CBS SE									
IN THE NEWS- 8.56AM										NBA CHAMPIONSHIP GAME-5(S)									
SAT. 8.56A 3 CBS CN										2 SUN. 2.00P 159 CBS SE									
IN THE NEWS- 9.26AM										NBC MAJOR LEAGUE PRE GAME									
SAT. 9.26A 3 CBS CN										1 SAT. 1.00P 17 NBC SC									
IN THE NEWS-9.56AM										2 SAT. 2.00P 15									

SAT. 9.56A 3 CBS CN						B	6.7	28	546	NBC MAJOR LEAGUE BASEBALL	8	205	213	97	99	A	6.1	21	497
IN THE NEWS-11.56AM	34	182	183	95	95	A	5.0	20	408	1 SAT. 1.17P 163 NBC SE						B	6.5	21	530
SAT. 11.56A 3 CBS CN						B	5.7	21	465	2 SAT. 2.15P 156						A	6.2	18	505
IN THE NEWS-12.26PM	34	168	167	89	89	A	3.6	14	293	NBC MAJOR LEAGUE GAME 2	2	192		94		B	5.8	17	473
SAT. 12.26P 3 CBS CN						B	4.6	16	375	1 SAT. 4.00P 186 NBC SE									
IN THE NEWS-12.56PM	32	163	165	88	88	A	4.6	18	375	NBC NEWS SPEC. REPORT-1(S)			150		89	A	2.6	11	212
SAT. 12.56P 3 CBS CN						B	5.4	18	440	2 SUN. 12.00N 30 NBC N									
IN THE NEWS- 1.26PM	30	145	159	83	86	A	3.8	14	310	POPEYE/OLIVE COMEDY SHOW	25	187	187	97	97	A	1.9	15	155
SAT. 1.26P 3 CBS CN						B	4.8	16	391	SAT. 8.00A 30 CBS CA						B	2.4	16	196
IN THE NEWS-10.56AM	36	196	196	99	99	A	7.5	31	611	PRO BOWLERS-SPRING ED.	3	188	187	95	94	A	5.1	16	416
SAT. 10.56A 3 CBS CN						B	7.4	28	603	SAT. 3.30P 92 ABC SE						B	4.9	15	399
IN THE NEWS-11.26AM	36	196	196	99	99	A	7.0	29	571	RICHEL RICH/SCOOPY DOC-1	36	194	194	99	99	A	4.9	23	399
SAT. 11.26A 3 CBS CN						B	7.3	28	595	SAT. 10.00A 30 ABC CA						B	5.8	25	473
KEMPER OPEN-SAT(S)			162		90	A	3.8	11	310	RICHEL RICH/SCOOPY DOC-2	36	198	198	99	99	A	5.8	26	473
2 SAT. 4.00P 60 CBS SE										SAT. 10.30A 30 ABC CA						B	6.6	27	538
KEMPER OPEN-SUN(S)			188		98	A	7.6	19	619	SCHOOLHOUSE ROCK-8.26AM	35	187	184	94	94	A	3.3	25	269
2 SUN. 4.39P 121 CBS SE										SAT. 8.26A 4 ABC CN						B	3.5	22	285
KID SUPER POWER I	36	198	199	96	97	A	5.9	28	481	SCHOOLHOUSE ROCK-8.55AM	17	194	194	98	98	A	3.5	21	285
SAT. 9.30A 30 NBC CA						B	6.2	26	505	SAT. 8.55A 4 ABC CN						B	3.9	20	318
KID SUPER POWER II	36	197	199	96	97	A	5.5	24	448	SCHOOLHOUSE ROCK-9.25AM	17	191	195	98	99	A	3.8	18	310
SAT. 10.00A 30 NBC CA						B	5.9	24	481	SAT. 9.25A 4 ABC CN						B	4.1	18	334
KIDS ARE PEOPLE TOO I	34	113	113	79	80	A	2.0	9	163	SMURFS I	36	208	211	99	99	A	5.4	34	440
1 SUN. 10.30A 36 ABC CL						B	2.4	10	196	SAT. 8.30A 30 NBC CA						B	6.3	36	513
2 SUN. 10.30A 34										SMURFS II	36	208	211	99	99	A	7.6	41	619
										SAT. 9.00A 30 NBC CA						B	8.6	40	701

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1982 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																												
SPACE STARS I					26	158	184	79	92	A	4.1	17	334															
SAT. 11.00A										B	4.6	17	375															
SPACE STARS II					26	158	184	79	92	A	3.7	15	302															
SAT. 11.30A										B	4.6	17	375															
SPIDER-MAN & FRIENDS					27	196	199	95	97	A	5.5	23	448															
SAT. 10.30A										B	5.9	23	481															
SPORTSBEAT					14	160		87		A	2.2	7	179															
1 SUN. 3.00P										B	3.1	9	253															
SPORTSWORLD					20	185	192	93	96	A	5.3	15	432															
SUN. 4.00P										B	6.2	17	505															
SUNDAY MORNING					36	159	157	92	91	A	4.3	23	350															
SUN. 9.00A										B	4.8	23	391															
SUPERFRIENDS					36	187	186	94	94	A	3.0	25	245															
SAT. 8.00A										B	3.5	24	285															
TARZAN/L.RANGER/ZORRO HR1					25	192	188	99	99	A	2.5	15	204															
SAT. 8.30A										B	3.4	18	277															
TARZAN/L.RANGER/ZORRO HR2					25	192	188	99	99	A	3.3	17	269															
SAT. 9.00A										B	4.2	19	342															
THIS WEEK-DAVID BRINKLEY					27	181	166	92	88	A	3.2	13	261															

SUN.	11.30A	60	ABC	N					B	3.6	13	293					
30 MINUTES				27	148	153	89	87	A	3.2	12	261					
SAT.	1.30P	30	CBS	DN					B	3.6	12	293					
THUNDARR THE BARBARIAN				17	190	194	98	98	A	3.9	22	318					
SAT.	8.30A	30	ABC	CA					B	3.9	20	318					
TOM AND JERRY COMEDY SHOW				32	163	165	88	88	A	4.6	18	375					
SAT.	12.30P	30	CBS	CA					B	5.4	19	440					
TROLLKINS				23	168	166	89	89	A	3.8	15	310					
SAT.	12.00N	30	CBS	CA					B	4.4	15	359					

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		17,120 21.0				26,570 32.8										
ABC TV		THAT'S INCREDIBLE (R)				ABC MONDAY NIGHT MOVIE PAPER DOLLS (OP)										
AVERAGE AUDIENCE (Households (000) & %)		12,550 15.4				16,710 20.5										
SHARE OF AUDIENCE %		28				34										
AVG. AUD. BY ¼ HR.		13.6				17.7										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		15,080 18.5				14,020 17.2				11,410 14.0		12,060 14.8			
	CBS TV		CHARLIE BROWN-CELEBRATION (OP)				M*A*S*H (R)				HOUSE CALLS		LOU GRANT			
	AVERAGE AUDIENCE (Households (000) & %)		10,430 12.8				12,060 14.8				10,110 12.4		9,450 11.6			
	SHARE OF AUDIENCE %		23				24				20		20			
AVG. AUD. BY ¼ HR.		12.3				14.1				12.6		11.2				12.0
1	TOTAL AUDIENCE (Households (000) & %)		21,190 26.0										16,790 20.6			
	NBC TV						NBC MONDAY NIGHT MOVIES SCOUT'S HONOR (OP)						RICHARD PRYOR SHOW (R)			
	AVERAGE AUDIENCE (Households (000) & %)		13,040 16.0										12,710 15.6			
	SHARE OF AUDIENCE %		27										27			
AVG. AUD. BY ¼ HR.		13.2				16.9				18.1		16.5				14.5

TOTAL AUDIENCE (Households (000) & %)		15,080 18.5				17,930 22.0									
ABC TV		THAT'S INCREDIBLE (R)								ABC THEATRE BENNY'S PLACE (OP)					
AVERAGE AUDIENCE (Households (000) & %)		10,920 13.4				10,600 13.0									
SHARE OF AUDIENCE %		26				23									
AVG. AUD. BY ¼ HR.		11.9				12.4									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		11,490 14.1				17,770 21.8				16,380 20.1		15,730 19.3		
	CBS TV		PRIVATE BENJAMIN REPORT TO MURPHY (R)(OP)				M*A*S*H (R)				HOUSE CALLS		LOU GRANT (R)		
	AVERAGE AUDIENCE (Households (000) & %)		9,700 11.9				15,570 19.1				14,590 17.9		11,980 14.7		
	SHARE OF AUDIENCE %		24				33				31		27		
AVG. AUD. BY ¼ HR.		11.8				18.0				17.9		18.0		14.2	
TOTAL AUDIENCE (Households (000) & %)		12,800 15.7				18,660 22.9									
NBC TV		LITTLE HOUSE-PRAIRIE (R)(OP)								NBC MONDAY NIGHT MOVIES THE MYSTERIOUS TWO (SUS-OP)					
AVERAGE AUDIENCE (Households (000) & %)		9,450 11.6				10,920 13.4									
SHARE OF AUDIENCE %		22				24									
AVG. AUD. BY ¼ HR.		10.3				12.9				11.7		13.1		14.1	

TV HOUSEHOLDS USING TV	WK. 1	52.2	52.9	52.6	53.3	52.9	54.4	56.6	58.5	60.7	62.9	63.0	62.6	59.9	59.0	58.2	57.0
(See Def. 1)	WK. 2	44.9	46.5	48.0	49.0	49.3	51.1	53.4	55.7	56.3	57.9	57.6	57.9	56.5	55.7	54.4	53.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE MON. MAY 31, 1982

Nelson NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. MAY 25, 1982

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		12,140 14.9		11,980 14.7		16,380 20.1		15,730 19.3		16,790 20.6			
	ABC TV		{		HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)		{		10,110 12.4		10,270 12.6		13,450 16.5		14,100 17.3		13,120 16.1		16.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		23 11.4		22 11.7		27 15.6		28 16.9		27 15.6		26 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		13,200 16.2				16,630 20.4							
	CBS TV		{		BOOK OF LISTS (OP)				CBS TUESDAY NIGHT MOVIES STAND BY YOUR MAN(R)							
	AVERAGE AUDIENCE (Households (000) & %)		{		9,210 11.3		10,600 13.0		11,100 13.5		13,500 16.5		14,100 17.3		13,120 16.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		20 10.7		21 10.6		18 *		22 *		22 *		23 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		25,270 31.0				23,550 28.9							
	NBC TV		{		BOB HOPE BIRTHDAY (SUS-OP)(OP)				TV'S GREATEST COMMERCIALS							
	AVERAGE AUDIENCE (Households (000) & %)		{		14,750 18.1		15,700 19.3		18,200 22.2		19,300 23.8		17,360 21.3		21.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		31 15.3		29 *		31 *		31 *		35		36 *	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		12,390 15.2		11,980 14.7		18,090 22.2		19,400 23.8		21,350 26.2			
	ABC TV		{		HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)		{		10,350 12.7		10,430 12.8		15,730 19.3		16,630 20.4		15,890 19.5		19.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		24 11.6		22 12.4		32 18.2		33 20.3		35 19.2		34 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		11,820 14.5				21,780 26.7							
	CBS TV		{		YABBA DABBA DOO 2 (R)(OP)				NBA CHAMPIONSHIP GWS PHILADELPHIA VS LOS ANGELES (9:00-11:00PM)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		7,580 9.3		10,510 12.9		11,800 14.5		12,800 15.8		14,100 17.3		13.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		17 9.0		17 *		23 11.8		20 *		21 *		24 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		13,280 16.3				16,060 19.7							
	NBC TV		{		BRET MAVERICK (R)(OP)				FLAMINGO ROAD (R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		9,700 11.9		10,640 13.0*		10,600 12.9		12,800 15.8		14,100 17.3		13.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		21 10.2		20 *		18 9.6		16 *		17 *		21 *	

TV HOUSEHOLDS USING TV WK. 1	47.9	49.7	49.7	51.5	52.6	55.0	57.4	59.3	60.1	61.6	62.2	63.0	61.9	61.0	60.0	57.0
(See Def. 1) WK. 2	49.5	50.8	49.9	50.4	52.3	55.0	57.1	58.3	59.8	61.1	60.6	61.1	58.7	56.1	53.2	53.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE. TUE. JUNE 1, 1982

NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. MAY 26, 1982

TIME 7 00 7 15 7 30 7 45 8 00 8 15 8 30 8 45 9 00 9 15 9 30 9 45 10 00 10 15 10 30 10 45

TOTAL AUDIENCE (Households (000) & %)		13,610 16.7		21,110 26.4											
ABC TV		GREATEST AMERICAN HERO (R)						ABC MOVIE SPECIAL IN THE CUSTODY OF STRANGERS (OP)							
W	AVERAGE AUDIENCE (Households (000) & %)	9,450		12,910											
	SHARE OF AUDIENCE %	11.6		12.8*		15.1		13.8*		14.7*		15.5*		16.2*	
	AVG. AUD. BY 1/4 HR. %	22		24*		26		24*		25*		27*		30*	
		9.7		11.2		12.1		13.6		14.0		15.0		16.1	
TOTAL AUDIENCE (Households (000) & %)		13,530 16.6		18,170 22.3											
CBS TV		GREAT MOVIE STUNTS RAIDERS OF THE LOST ARK(R) (OP)						GOLDEN SHOWCASE REHEARSAL FOR MURDER							
E	AVERAGE AUDIENCE (Households (000) & %)	8,880		11,650											
	SHARE OF AUDIENCE %	10.9		14.3		13.8*		14.7*		15.0*		13.6*			
	AVG. AUD. BY 1/4 HR. %	21		25		24*		25*		26*		25*			
		11.4		10.7		10.8		10.7		13.6		14.0		14.8	
TOTAL AUDIENCE (Households (000) & %)		14,670 18.0		15,810 19.4		15,080 18.5		15,400 18.9							
NBC TV		REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		TEACHERS ONLY (OP)		QUINCY, M.E. (R)							
K	AVERAGE AUDIENCE (Households (000) & %)	10,350		13,450		12,800		11,650							
	SHARE OF AUDIENCE %	12.7		11.8*		13.7*		16.5		15.7		14.3		14.2*	
	AVG. AUD. BY 1/4 HR. %	24		24*		25*		28		26		25*		27*	
		11.1		12.5		13.4		14.0		15.6		17.4		15.4	
TOTAL AUDIENCE (Households (000) & %)		12,630 15.5		17,520 21.5		13,200 16.2									
ABC TV		GREATEST AMERICAN HERO (R)		FALL GUY (R)(OP)		DYNASTY (R)									
W	AVERAGE AUDIENCE (Households (000) & %)	9,130		12,630		9,700									
	SHARE OF AUDIENCE %	11.2		10.5*		11.8*		15.1		14.6*		6.5*		11.9	
	AVG. AUD. BY 1/4 HR. %	22		21*		22*		26*		28*		22		22*	
		10.4		10.6		11.1		14.3		14.8		16.0		16.9	
TOTAL AUDIENCE (Households (000) & %)		9,370 11.5		15,400 18.9											
CBS TV		INCREDIBLE HULK (R)(OP)		CBS WEDNESDAY NIGHT MOVIE RODEO GIRL(R)											
E	AVERAGE AUDIENCE (Households (000) & %)	6,520		8,970											
	SHARE OF AUDIENCE %	8.0		7.6*		8.5*		11.0		9.9*		10.3*		11.7*	
	AVG. AUD. BY 1/4 HR. %	16		15*		16*		20		17*		18*		21*	
		7.4		7.8		8.8		9.7		10.1		10.0		10.5	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
NBC TV		REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		TEACHERS ONLY (OP)		QUINCY, M.E. (R)							
K	AVERAGE AUDIENCE (Households (000) & %)	10,680		11,980		11,650		15,000							
	SHARE OF AUDIENCE %	13.1		12.4*		13.7*		14.7		14.3		18.4*		18.3*	
	AVG. AUD. BY 1/4 HR. %	26		25*		26*		26		24		34		33*	
		11.7		13.0		13.5		13.9		14.2		15.2		13.9	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
ABC TV		GREATEST AMERICAN HERO (R)		FALL GUY (R)(OP)		DYNASTY (R)									
W	AVERAGE AUDIENCE (Households (000) & %)	9,130		12,630		9,700									
	SHARE OF AUDIENCE %	11.2		10.5*		11.8*		15.1		14.6*		6.5*		11.9	
	AVG. AUD. BY 1/4 HR. %	22		21*		22*		26*		28*		22		22*	
		10.4		10.6		11.1		14.3		14.8		16.0		16.9	
TOTAL AUDIENCE (Households (000) & %)		9,370 11.5		15,400 18.9											
CBS TV		INCREDIBLE HULK (R)(OP)		CBS WEDNESDAY NIGHT MOVIE RODEO GIRL(R)											
E	AVERAGE AUDIENCE (Households (000) & %)	6,520		8,970											
	SHARE OF AUDIENCE %	8.0		7.6*		8.5*		11.0		9.9*		10.3*		11.7*	
	AVG. AUD. BY 1/4 HR. %	16		15*		16*		20		17*		18*		21*	
		7.4		7.8		8.8		9.7		10.1		10.0		10.5	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
NBC TV		REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		TEACHERS ONLY (OP)		QUINCY, M.E. (R)							
K	AVERAGE AUDIENCE (Households (000) & %)	10,680		11,980		11,650		15,000							
	SHARE OF AUDIENCE %	13.1		12.4*		13.7*		14.7		14.3		18.4*		18.3*	
	AVG. AUD. BY 1/4 HR. %	26		25*		26*		26		24		34		33*	
		11.7		13.0		13.5		13.9		14.2		15.2		13.9	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
ABC TV		GREATEST AMERICAN HERO (R)		FALL GUY (R)(OP)		DYNASTY (R)									
W	AVERAGE AUDIENCE (Households (000) & %)	9,130		12,630		9,700									
	SHARE OF AUDIENCE %	11.2		10.5*		11.8*		15.1		14.6*		6.5*		11.9	
	AVG. AUD. BY 1/4 HR. %	22		21*		22*		26*		28*		22		22*	
		10.4		10.6		11.1		14.3		14.8		16.0		16.9	
TOTAL AUDIENCE (Households (000) & %)		9,370 11.5		15,400 18.9											
CBS TV		INCREDIBLE HULK (R)(OP)		CBS WEDNESDAY NIGHT MOVIE RODEO GIRL(R)											
E	AVERAGE AUDIENCE (Households (000) & %)	6,520		8,970											
	SHARE OF AUDIENCE %	8.0		7.6*		8.5*		11.0		9.9*		10.3*		11.7*	
	AVG. AUD. BY 1/4 HR. %	16		15*		16*		20		17*		18*		21*	
		7.4		7.8		8.8		9.7		10.1		10.0		10.5	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
NBC TV		REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		TEACHERS ONLY (OP)		QUINCY, M.E. (R)							
K	AVERAGE AUDIENCE (Households (000) & %)	10,680		11,980		11,650		15,000							
	SHARE OF AUDIENCE %	13.1		12.4*		13.7*		14.7		14.3		18.4*		18.3*	
	AVG. AUD. BY 1/4 HR. %	26		25*		26*		26		24		34		33*	
		11.7		13.0		13.5		13.9		14.2		15.2		13.9	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
ABC TV		GREATEST AMERICAN HERO (R)		FALL GUY (R)(OP)		DYNASTY (R)									
W	AVERAGE AUDIENCE (Households (000) & %)	9,130		12,630		9,700									
	SHARE OF AUDIENCE %	11.2		10.5*		11.8*		15.1		14.6*		6.5*		11.9	
	AVG. AUD. BY 1/4 HR. %	22		21*		22*		26*		28*		22		22*	
		10.4		10.6		11.1		14.3		14.8		16.0		16.9	
TOTAL AUDIENCE (Households (000) & %)		9,370 11.5		15,400 18.9											
CBS TV		INCREDIBLE HULK (R)(OP)		CBS WEDNESDAY NIGHT MOVIE RODEO GIRL(R)											
E	AVERAGE AUDIENCE (Households (000) & %)	6,520		8,970											
	SHARE OF AUDIENCE %	8.0		7.6*		8.5*		11.0		9.9*		10.3*		11.7*	
	AVG. AUD. BY 1/4 HR. %	16		15*		16*		20		17*		18*		21*	
		7.4		7.8		8.8		9.7		10.1		10.0		10.5	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
NBC TV		REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		TEACHERS ONLY (OP)		QUINCY, M.E. (R)							
K	AVERAGE AUDIENCE (Households (000) & %)	10,680		11,980		11,650		15,000							
	SHARE OF AUDIENCE %	13.1		12.4*		13.7*		14.7		14.3		18.4*		18.3*	
	AVG. AUD. BY 1/4 HR. %	26		25*		26*		26		24		34		33*	
		11.7		13.0		13.5		13.9		14.2		15.2		13.9	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
ABC TV		GREATEST AMERICAN HERO (R)		FALL GUY (R)(OP)		DYNASTY (R)									
W	AVERAGE AUDIENCE (Households (000) & %)	9,130		12,630		9,700									
	SHARE OF AUDIENCE %	11.2		10.5*		11.8*		15.1		14.6*		6.5*		11.9	
	AVG. AUD. BY 1/4 HR. %	22		21*		22*		26*		28*		22		22*	
		10.4		10.6		11.1		14.3		14.8		16.0		16.9	
TOTAL AUDIENCE (Households (000) & %)		9,370 11.5		15,400 18.9											
CBS TV		INCREDIBLE HULK (R)(OP)		CBS WEDNESDAY NIGHT MOVIE RODEO GIRL(R)											
E	AVERAGE AUDIENCE (Households (000) & %)	6,520		8,970											
	SHARE OF AUDIENCE %	8.0		7.6*		8.5*		11.0		9.9*		10.3*		11.7*	
	AVG. AUD. BY 1/4 HR. %	16		15*		16*		20		17*		18*		21*	
		7.4		7.8		8.8		9.7		10.1		10.0		10.5	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
NBC TV		REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		TEACHERS ONLY (OP)		QUINCY, M.E. (R)							
K	AVERAGE AUDIENCE (Households (000) & %)	10,680		11,980		11,650		15,000							
	SHARE OF AUDIENCE %	13.1		12.4*		13.7*		14.7		14.3		18.4*		18.3*	
	AVG. AUD. BY 1/4 HR. %	26		25*		26*		26		24		34		33*	
		11.7		13.0		13.5		13.9		14.2		15.2		13.9	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
ABC TV		GREATEST AMERICAN HERO (R)		FALL GUY (R)(OP)		DYNASTY (R)									
W	AVERAGE AUDIENCE (Households (000) & %)	9,130		12,630		9,700									
	SHARE OF AUDIENCE %	11.2		10.5*		11.8*		15.1		14.6*		6.5*		11.9	
	AVG. AUD. BY 1/4 HR. %	22		21*		22*		26*		28*		22		22*	
		10.4		10.6		11.1		14.3		14.8		16.0		16.9	
TOTAL AUDIENCE (Households (000) & %)		9,370 11.5		15,400 18.9											
CBS TV		INCREDIBLE HULK (R)(OP)		CBS WEDNESDAY NIGHT MOVIE RODEO GIRL(R)											
E	AVERAGE AUDIENCE (Households (000) & %)	6,520		8,970											
	SHARE OF AUDIENCE %	8.0		7.6*		8.5*		11.0		9.9*		10.3*		11.7*	
	AVG. AUD. BY 1/4 HR. %	16		15*		16*		20		17*		18*		21*	
		7.4		7.8		8.8		9.7		10.1		10.0		10.5	
TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		13,940 17.1		12,960 15.9		19,150 23.5							
NBC TV		REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		TEACHERS ONLY (OP)		QUINCY, M.E. (R)							
K	AVERAGE AUDIENCE (Households (000) & %)	10,680		11,980		11,650		15,000							
	SHARE OF AUDIENCE %	13.1		12.4*		13.7*		14.7		14.3		18.4*		18.3*	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. THU. JUNE 3, 1982

NATIONAL TV AUDIENCE ESTIMATES

TV FRI MAY 28, 1982

TIME 7.00 7.15 7.30 7.45 8.00 8.15 8.30 8.45 9.00 9.15 9.30 9.45 10.00 10.15 10.30 10.45

TOTAL AUDIENCE (Households (000) & %)		11,080 13.6		14,020 17.2		14,910 18.3									
ABC TV		BENSON		ABC FRIDAY NIGHT MOVIE (THIS IS KATE BENNETT) (OP)		STRIKE FORCE (R)									
AVERAGE AUDIENCE (Households (000) & %)		9,620 11.8		8,800 10.8		11,820 14.5		14.0*		14.9*					
SHARE OF AUDIENCE %		26		22		23 *		24 *		31 *					
AVG. AUD. BY ¼ HR. %		11.4		12.2		8.8		9.0		10.9		11.9		12.3	
TOTAL AUDIENCE (Households (000) & %)		16,140 19.8		14,670 18.0		13,040 16.0									
CBS TV		DUKES OF HAZZARD (R)(OP)		DALLAS (R)		FALCON CREST (R)									
AVERAGE AUDIENCE (Households (000) & %)		10,510 12.9		10,510 12.9		9,860 12.1		12.3*		11.9*					
SHARE OF AUDIENCE %		28		24 *		26		27 *		24 *		24 *			
AVG. AUD. BY ¼ HR. %		10.7		11.1		14.6		15.2		12.8		13.2		12.7	
TOTAL AUDIENCE (Households (000) & %)		7,420 9.1		10,020 12.3		11,080 13.6									
NBC TV		GOODBYE DSNT MEAN FOREVER		CHICAGO STORY (OP)		MCCLAIN'S LAW (R)									
AVERAGE AUDIENCE (Households (000) & %)		6,190 7.6		5,620 6.9		7,990 9.8		9.7*		9.9*					
SHARE OF AUDIENCE %		17		14		20		19 *		20 *					
AVG. AUD. BY ¼ HR. %		7.5		7.7		6.7		6.5		6.9		7.1		7.3	

TOTAL AUDIENCE (Households (000) & %)		11,080 13.6		10,110 12.4		15,890 19.5									
ABC TV		BENSON (R)		MAKING A LIVING		ABC FRIDAY NIGHT MOVIE THE FRONT (OP)									
AVERAGE AUDIENCE (Households (000) & %)		9,540 11.7		8,880 10.9		7,910 9.7		10.6*		9.9*		9.6*		8.7*	
SHARE OF AUDIENCE %		23		20		18		19 *		18 *		18 *		18 *	
AVG. AUD. BY ¼ HR. %		11.7		11.8		10.9		10.8		11.0		10.1		9.9	
TOTAL AUDIENCE (Households (000) & %)		17,280 21.2		16,710 20.5		14,750 18.1									
CBS TV		DUKES OF HAZZARD (R)(OP)		DALLAS (R)		FALCON CREST (R)									
AVERAGE AUDIENCE (Households (000) & %)		12,800 15.7		12,310 15.1		10,680 13.1		13.2*		13.1*					
SHARE OF AUDIENCE %		30		28 *		28		27 *		28 *		25 *		26 *	
AVG. AUD. BY ¼ HR. %		14.0		15.0		16.7		17.0		14.7		15.2		15.3	
TOTAL AUDIENCE (Households (000) & %)		5,790 7.1		11,650 14.3		12,390 15.2									
NBC TV		RAINBOW GIRL		CHICAGO STORY (OP)		MCCLAIN'S LAW (R)									
AVERAGE AUDIENCE (Households (000) & %)		4,730 5.8		7,010 8.6		9,290 11.4		11.2*		11.6*					
SHARE OF AUDIENCE %		11		16		16 *		10.1*		18 *		22		21 *	
AVG. AUD. BY ¼ HR. %		5.8		5.8		6.6		6.7		8.9		9.2		9.7	

TV HOUSEHOLDS USING TV WK 1	44.1	44.7	46.0	46.6	47.1	47.6	49.8	50.7	51.1	50.4	50.3	49.1	48.1
(See Def. 1) WK 2	44.7	51.2	52.1	53.0	53.5	54.4	55.1	55.2	54.4	53.0	51.2	50.0	49.1
U.S. TV Households 81,500,000													

For explanation of symbols, See page A

EVE. FRI. JUNE 4, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		7,660 9.4		9,290 11.4		18,060 19.7		15,730 19.3					
	ABC TV		BEN LEE AT MAR WELAND (R)		PINK ALITTLE SIGHT (R)(OP)		LOVE BOAT (R)(OP)		FANTASY ISLAND (R)					
	AVERAGE AUDIENCE (Households (000) & %)		6,110 7.5		7,580 9.3		12,550 13.4		11,900 14.6		14.5*		14.6*	
	SHARE OF AUDIENCE %		17		20		31		30*		32*		31*	
	AVG. AUD. BY 1/4 HR.		7.1		8.0		8.7		10.0		14.6		5.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		11,650 14.3				15,240 18.7							
	CBS TV		WALT DISNEY SMOKE, PART 2(R)(OP)				CBS SAT. NIGHT MOVIE FAST BREAK(R)							
	AVERAGE AUDIENCE (Households (000) & %)		8,800 10.8		10.3*		11.2*		9,540 11.7		10.2*		11.0*	
	SHARE OF AUDIENCE %		24		23*		24*		24		21*		22*	
	AVG. AUD. BY 1/4 HR.		9.9		10.7		11.1		11.3		10.0		10.4	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		8,150 10.0		7,580 9.3		9,940 12.2		9,210 11.3					
	NBC TV		HARPER VALLEY (R)		ONE OF THE BOYS (R)(OP)		BARBARA MANDRELL (R)(SUS-OP)		NBC MAGAZINE (R)					
	AVERAGE AUDIENCE (Households (000) & %)		6,850 8.4		6,930 8.5		6,850 8.4		6,360 7.8		7.7*		7.9*	
	SHARE OF AUDIENCE %		19		18		17		17*		17*		16*	
	AVG. AUD. BY 1/4 HR.		7.4		7.9		8.8		8.4		8.5		8.2	

WEEK 4	TOTAL AUDIENCE (Households (000) & %)		11,980 14.7				17,930 22.0				16,950 20.8			
	ABC TV		TODAY'S FBI (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)		8,640 10.6				13,940 17.1				14,100 17.3			
	SHARE OF AUDIENCE %		9.7* 21 *				11.5* 24 *				18.0* 36 *			
	AVG. AUD. BY 1/4 HR.		9.4				15.6				16.9			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		10,600 13.0				15,730 19.3							
	CBS TV		WALT DISNEY THE TREASURE OF SAN BOSCO REEF, PART 1(R)(OP)				CBS SAT. NIGHT MOVIE THE MATING SEASON(R)							
	AVERAGE AUDIENCE (Households (000) & %)		7,170 8.8				9,290 11.4				12.3*			
	SHARE OF AUDIENCE %		8.7* 19 *				9.8* 20 *				13.4* 27 *			
	AVG. AUD. BY 1/4 HR.		8.6				9.7				11.7			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		8,560 10.5				9,130 11.2				7,580 9.3			
	NBC TV		HARPER VALLEY (R)		ONE OF THE BOYS (R)(OP)		BARBARA MANDRELL (R)(SUS-OP)		NBC NEWS SPECIAL REPORT AMER. CA. IN SEARCH OF ITSELF					
	AVERAGE AUDIENCE (Households (000) & %)		7,250 8.9		7,170 8.8		6,680 8.2		5,220 6.4					
	SHARE OF AUDIENCE %		19		18		16		13					
	AVG. AUD. BY 1/4 HR.		8.4		9.3		7.9		6.8					

TV HOUSEHOLDS USING TV	WK. 1	41.1	41.7	41.0	41.7	43.4	45.3	46.0	46.8	47.6	48.8	49.7	50.3	49.1	49.0	47.7	47.2
(See Def. 1)	WK. 2	44.5	44.7	44.0	45.3	45.6	47.0	47.7	48.8	49.9	50.2	50.2	50.5	49.9	50.0	49.4	48.8

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE GAME 2, MILWAUKEE VS CALIFORNIA & ATLANTA VS PHILADELPHIA, NBC, (4:00-7:13PM)

For explanation of symbols, See page A

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,730
(Households (000) & %) { 5.8

ABC TV

ABC
WEEKEND
REPORT-SAT

AVERAGE AUDIENCE { 4,560
(Households (000) & %) { 5.6
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 5.6

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 10,430
(Households (000) & %) { 12.8

NBC TV

SATURDAY NIGHT
(11:30-12:48AM)
(SUSTAINING 12:48-1:00AM)

AVERAGE AUDIENCE { 5,950
(Households (000) & %) { 7.3
SHARE OF AUDIENCE % 23
AVG. AUD. BY ¼ HR. % 8.4

8.4* 7.2*
23* 24*
8.4 7.9 6.6 5.4 4.8

TOTAL AUDIENCE { 6,110
(Households (000) & %) { 7.5

ABC TV

ABC WEEKEND
REPORT-SAT

AVERAGE AUDIENCE { 5,050
(Households (000) & %) { 6.2
SHARE OF AUDIENCE % 14
AVG. AUD. BY ¼ HR. % 6.6

5.8

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 8,970
(Households (000) & %) { 11.0

NBC TV

SCTV COMEDY SPECIAL
(11:30-12:49AM)
(SUSTAINING 12:49-1:00AM)

AVERAGE AUDIENCE { 4,160
(Households (000) & %) { 5.1
SHARE OF AUDIENCE % 16
AVG. AUD. BY ¼ HR. % 6.1

5.7* 5.1* 4.1*
16* 16* 15*
5.3 5.3 4.8 4.2 3.9

TV HOUSEHOLDS USING TV	WK. 1	44.4	41.1	41.4	44.8	31.0	29.1	26.0	23.1	21.3	19.9	18.5	16.9	14.8	13.3	11.3	10.1
(See Def. 1)	WK. 2	46.0	41.0	41.0	44.9	31.9	30.6	27.9	26.1	22.5	19.6	16.9	15.1	13.3	11.6	10.1	10.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

TV SUN MAY 30, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	ABC TV TOTAL AUDIENCE (Households (000) & %) { 15,400 18.9 AVERAGE AUDIENCE (Households (000) & %) { 8,480 10.4 8.4* 9.9* 11.3* 12.6* 12.3 11.3* 11.4* 12.1* 12.7* SHARE OF AUDIENCE % 24 21* 22* 26* 27* 25 22* 22* 23* 24* AVG. AUD. BY 1/4 HR. % 8.3 8.5 9.0 9.1 11.1 11.4 12.5 11.0 11.7 11.9 11.0 11.9 12.3 12.5 12.8																
	20,780 25.5 HALL NEW DIARY MARK TWINING (R)(OP) INDIANAPOLIS 500 (9:00-11:52PM) (OP)																
	CBS TV TOTAL AUDIENCE (Households (000) & %) { 16,380 20.1 AVERAGE AUDIENCE (Households (000) & %) { 12,880 15.8 15.3* 16.2* 9,780 12.0 10,020 12.3 10,190 11,570 11,650 SHARE OF AUDIENCE % 38 38* 38* 28 26 25 14.2 14.3 14.0* 14.6* AVG. AUD. BY 1/4 HR. % 14.7 16.0 16.6 15.8 11.9 12.2 12.1 12.4 11.7 13.3 13.9 14.4 13.5 14.5 14.6 14.6																
	7,340 9.0 FATHER MURPHY (R) CHIPS (R)(OP) NBC SUNDAY NIGHT MOVIE THE LEGEND OF WALKS FAR WOMAN (9:00-11:25PM) (OP)																
W E E K 2	ABC TV TOTAL AUDIENCE (Households (000) & %) { 13,040 16.0 AVERAGE AUDIENCE (Households (000) & %) { 7,170 8.8 7.5* 7.8* 9.5* 10.3* 10,600 13.0 11.3* 13.0* 13.5* 14.2* SHARE OF AUDIENCE % 18 16* 16* 19* 19* 22 20* 22* 23* 25* AVG. AUD. BY 1/4 HR. % 7.6 7.4 7.3 8.2 9.4 9.6 10.2 10.4 11.3 11.3 12.9 13.1 13.3 13.6 14.2 14.2																
	20,210 24.8 60 MINUTES ARCHIE BUNKER'S PLACE (R) ONE DAY AT A TIME (R)(OP) TONY AWARDS (9:00-11:13PM) (OP)																
	CBS TV TOTAL AUDIENCE (Households (000) & %) { 15,570 19.1 18.8* 19.4* 11,490 14.1 12,140 14.9 12,800 15.7 15.9* 16.0* 16.2* 15.3* AVERAGE AUDIENCE (Households (000) & %) { 19.1 18.8* 19.4* 14.1 14.9 15.7 15.9* 16.0* 16.2* 15.3* SHARE OF AUDIENCE % 40 40* 40* 28 28 27 28* 27* 28* 27* AVG. AUD. BY 1/4 HR. % 17.9 19.7 19.9 19.0 14.1 14.2 14.4 15.4 15.6 16.2 16.2 15.9 15.9 16.5 15.3 15.2																
	11,170 10.8 FATHER MURPHY (R) CHIPS (R)(OP) NBC SUNDAY NIGHT MOVIE FAST CHARLIE - THE MOON BEAM RIDER (OP)																
	NBC TV TOTAL AUDIENCE (Households (000) & %) { 6,280 7.7 7.2* 8.1* 11,570 14.2 13.6* 14.9* 13,530 16.6 15.3* 17.3* 16.8* 17.0* AVERAGE AUDIENCE (Households (000) & %) { 7.7 7.2* 8.1* 14.2 13.6* 16.6 15.3* 17.3* 16.8* 17.0* SHARE OF AUDIENCE % 16 15* 17* 27 27* 29 27* 29* 29* 30* AVG. AUD. BY 1/4 HR. % 7.2 7.2 7.7 8.6 12.8 14.3 14.9 14.8 14.2 16.3 17.4 17.2 16.7 16.8 16.9 17.1																
TV HOUSEHOLDS USING TV WK 1		41.8	41.0	42.0	42.4	42.8	43.7	45.8	48.0	50.9	52.2	52.7	52.8	52.9	53.3	52.8	52.1
(See Def. 1) WK 2		46.1	47.1	47.5	48.7	49.9	51.9	53.4	54.8	56.0	58.2	60.0	59.0	58.2	58.4	57.3	56.1

U.S. TV Households 81,500,000

For explanation of symbols, See page A

EVE SUN, JUNE 6, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

8,850
3.5

ABC TV

INDIANAPOLIS 500
(9:00-11:35PM)
(SUSTAINING 11:35-12:00AM)

ABC
WEEKEND
REPORT
SUM

AVERAGE AUDIENCE
(Households (000) & %)

2,890

SHARE OF AUDIENCE %

3.3

AVG. AUD. BY ¼ HR. %

11

W

TOTAL AUDIENCE
(Households (000) & %)

5,220
6.4

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE
(Households (000) & %)

4,970
6.1

SHARE OF AUDIENCE %

12

AVG. AUD. BY ¼ HR. %

6.1

K

1

TOTAL AUDIENCE
(Households (000) & %)

(1)

3,100
3.8

NBC TV

NBC LATE NIGHT MOVIE
THE NEIGHBORHOOD
(11:55-1:10AM)
(SUSTAINING 1:10-1:55AM)

AVERAGE AUDIENCE
(Households (000) & %)

18.7*
38 *

1,960
2.4

2.5*

2.5*

SHARE OF AUDIENCE %

18.9

10

9 *

11 *

AVG. AUD. BY ¼ HR. %

18.3

2.5

2.4

2.5

2.5

2.4

2.2

2.1

TOTAL AUDIENCE
(Households (000) & %)

4,400
5.4

ABC TV

ABC
WEEKEND
REPORT-
SUM.

AVERAGE AUDIENCE
(Households (000) & %)

4,240
5.2

SHARE OF AUDIENCE %

10

AVG. AUD. BY ¼ HR. %

5.2

W

TOTAL AUDIENCE
(Households (000) & %)

5,220
6.4

CBS TV

CBS SUNDAY
NEWS-OSGOOD
(11:15-11:28PM)
(OP)

AVERAGE AUDIENCE
(Households (000) & %)

4,970
6.1

SHARE OF AUDIENCE %

13

AVG. AUD. BY ¼ HR. %

6.0

K

2

TOTAL AUDIENCE
(Households (000) & %)

6,440
7.9

1,470
1.8

NBC TV

NBC LATE NIGHT MOVIE
THE LONELIEST RUNNER(R)
(11:45-12:52AM)
(SUSTAINING 12:52-1:00AM)

AVERAGE AUDIENCE
(Households (000) & %)

6,030
7.4

980
1.2

1.1*

1.2*

SHARE OF AUDIENCE %

10

5

4 *

6 *

AVG. AUD. BY ¼ HR. %

7.4

1.2

1.1

1.1

1.3

1.2

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	WK. 2	WK. 3	WK. 4	WK. 5	WK. 6	WK. 7	WK. 8	WK. 9	WK. 10	WK. 11	WK. 12	WK. 13	WK. 14	WK. 15	WK. 16	WK. 17	WK. 18	WK. 19	WK. 20	WK. 21	WK. 22	WK. 23	WK. 24	WK. 25	WK. 26	WK. 27	WK. 28	WK. 29	WK. 30	WK. 31
51.1	52.0	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1	51.1
27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6	27.6

U.S. TV Households 81,500,000

NBC SUNDAY NIGHT MOVIE, THE LONELIEST RUNNER(R) FAR WOMAN, NBC, (9:00-11:25PM)

A-19(2) NBC NEWS SPEC. REPORT 2, NBC, (11:35-12:00AM)

For explanation of symbols: See Def. 1

EVE SUN. JUNI 6, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1		TOTAL AUDIENCE (Households (000) & %)			4,810 5.8				4,810 5.9									
		ABC TV			GOOD MORNING, AMERICA 730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
		AVERAGE AUDIENCE (Households (000) & %)			3,830 4.7				3,910 4.8									
		SHARE OF AUDIENCE %			26				27									
		AVG. AUD. BY ¼ HR. %			4.7	4.6			4.9	4.7								
W E E K 2		TOTAL AUDIENCE (Households (000) & %)			2,770 3.4				2,690 3.3				3,260 4.0			4,400 5.4		
		CBS TV			MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)				MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)				ONE DAY AT A TIME-M-F			ALICE-M-F		
		AVERAGE AUDIENCE (Households (000) & %)			2,200 2.7				2,280 2.8				2,690 3.3			3,830 4.7		
		SHARE OF AUDIENCE %			15				16				18			24		
		AVG. AUD. BY ¼ HR. %			2.7	2.8			2.7	2.7			3.1	3.6		4.4	5.0	
W E E K 1		TOTAL AUDIENCE (Households (000) & %)			4,480 5.5				3,910 4.8				2,200 2.7			3,180 3.9		
		NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				DIFF'RENT STROKES M-F			WHEEL OF FORTUNE		
		AVERAGE AUDIENCE (Households (000) & %)			3,500 4.3				3,260 4.0				1,870 2.3			2,690 3.3		
		SHARE OF AUDIENCE %			24				22				13			17		
		AVG. AUD. BY ¼ HR. %			4.5	4.2			4.1	4.0			2.2	2.4		3.2	3.4	
W E E K 2		TOTAL AUDIENCE (Households (000) & %)			4,650 5.7				5,050 6.2									
		ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
		AVERAGE AUDIENCE (Households (000) & %)			3,590 4.4				4,160 5.1									
		SHARE OF AUDIENCE %			25				27									
		AVG. AUD. BY ¼ HR. %			4.4	4.5			5.2	5.0								
W E E K 2		TOTAL AUDIENCE (Households (000) & %)			2,810 3.2				2,360 2.9				4,080 5.0			5,300 6.5		
		CBS TV			MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)				MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)				ONE DAY AT A TIME-M-F			ALICE-M-F		
		AVERAGE AUDIENCE (Households (000) & %)			2,200 2.7				1,960 2.4				3,420 4.2			4,650 5.7		
		SHARE OF AUDIENCE %			16				13				21			27		
		AVG. AUD. BY ¼ HR. %			2.6	2.8			2.3	2.5			3.9	4.5		5.6	5.9	
W E E K 2		TOTAL AUDIENCE (Households (000) & %)			4,560 5.6				4,480 5.5				2,690 3.3			3,830 4.7		
		NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				DIFF'RENT STROKES M-F			WHEEL OF FORTUNE		
		AVERAGE AUDIENCE (Households (000) & %)			3,590 4.4				3,590 4.4				2,200 2.7			3,100 3.8		
		SHARE OF AUDIENCE %			25				23				14			18		
		AVG. AUD. BY ¼ HR. %			4.4	4.4			4.4	4.4			2.5	2.9		3.6	4.0	
TV HOUSEHOLDS USING TV WK. 1			10.7	11.9	14.7	15.7	16.4	17.4	18.0	17.9	17.8	18.2	18.3	18.2	18.2	18.8	19.3	19.7
(See Def. 1) WK. 2			10.3	12.4	14.1	15.6	16.7	17.6	17.8	18.2	19.0	19.4	19.4	19.9	20.0	20.6	21.0	21.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 5,790 7.1		{ 6,110 7.5		{ 5,950 7.3		{ 9,050 11.1		{ 8,840 10.8		{ 8,840 10.8		{ 8,840 10.8		{ 8,840 10.8	
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,910 4.8		{ 5,050 6.2		{ 4,970 6.1		{ 7,010 8.6		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0	
	SHARE OF AUDIENCE %		{ 4.4* 23 *		{ 5.3* 25 *		{ 6.1 25		{ 8.4* 31 *		{ 8.9* 32 *		{ 8.9* 32 *		{ 8.9* 32 *		{ 8.9* 32 *	
	AVG. AUD. BY ¼ HR. %		{ 4.1 4.7		{ 5.1 5.5		{ 5.8 6.6		{ 8.2 8.5		{ 8.8 8.8		{ 7.9 8.0		{ 8.0 8.0		{ 8.0 8.0	
	TOTAL AUDIENCE (Households (000) & %)		{ 6,520 8.0		{ 7,170 8.8		{ 7,340 9.0		{ 6,440 7.9		{ 4,480 5.5		{ 4,480 5.5		{ 4,480 5.5		{ 4,480 5.5	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS (SUS-OP)		AS THE WORLD TURNS (SUS-OP)		CAPITOL		CAPITOL		CAPITOL		CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,540 6.8		{ 6,280 7.7		{ 5,460 6.7		{ 5,050 6.2		{ 3,990 4.9		{ 3,990 4.9		{ 3,990 4.9		{ 3,990 4.9	
	SHARE OF AUDIENCE %		{ 35 37		{ 27 27 *		{ 27 27 *		{ 23 23		{ 24 * 20		{ 24 * 20		{ 24 * 20		{ 24 * 20	
	AVG. AUD. BY ¼ HR. %		{ 6.6 7.0		{ 7.5 8.0		{ 6.3 6.6		{ 6.9 6.1		{ 6.4 6.2		{ 6.4 6.2		{ 5.0 5.0		{ 4.8 4.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 3,340 4.1		{ 2,360 2.9		{ 3,020 3.7		{ 6,440 7.9		{ 4,730 5.8		{ 4,730 5.8		{ 4,730 5.8		{ 4,730 5.8	
	NBC TV		TEXAS		DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD		ANOTHER WORLD		ANOTHER WORLD		ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,280 2.8		{ 1,960 2.4		{ 2,610 3.2		{ 5,220 6.4		{ 3,340 4.1		{ 3,340 4.1		{ 3,340 4.1		{ 3,340 4.1	
	SHARE OF AUDIENCE %		{ 14 15 *		{ 13 * 10		{ 13 13		{ 23 23 *		{ 16 16 *		{ 16 16 *		{ 16 16 *		{ 16 16 *	
	AVG. AUD. BY ¼ HR. %		{ 3.0 2.7		{ 2.8 2.8		{ 2.4 2.5		{ 2.9 3.5		{ 6.0 6.4		{ 6.7 6.7		{ 4.4 4.0		{ 4.0 3.9	
	TOTAL AUDIENCE (Households (000) & %)		{ 7,090 8.7		{ 6,380 7.8		{ 6,680 8.2		{ 9,700 11.9		{ 9,450 11.6		{ 9,450 11.6		{ 9,450 11.6		{ 9,450 11.6	
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,220 6.4		{ 5,540 6.8		{ 5,620 6.9		{ 7,420 9.1		{ 7,170 8.8		{ 7,170 8.8		{ 7,170 8.8		{ 7,170 8.8	
	SHARE OF AUDIENCE %		{ 29 27 *		{ 30 * 27		{ 27 27		{ 31 30 *		{ 33 31 *		{ 33 31 *		{ 33 31 *		{ 33 31 *	
	AVG. AUD. BY ¼ HR. %		{ 5.4 6.1		{ 6.9 7.1		{ 6.6 7.0		{ 8.4 8.9		{ 9.6 9.5		{ 8.5 8.6		{ 9.0 9.0		{ 9.1 9.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,440 7.9		{ 7,340 9.0		{ 7,910 9.7		{ 6,600 8.1		{ 4,650 5.7		{ 4,650 5.7		{ 4,650 5.7		{ 4,650 5.7	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS (SUS-OP)		AS THE WORLD TURNS (SUS-OP)		CAPITOL		CAPITOL		CAPITOL		CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,620 6.9		{ 6,280 7.7		{ 5,540 6.8		{ 5,220 6.4		{ 3,990 4.9		{ 3,990 4.9		{ 3,990 4.9		{ 3,990 4.9	
	SHARE OF AUDIENCE %		{ 32 33		{ 27 27 *		{ 26 27 *		{ 23 23		{ 24 * 18		{ 24 * 18		{ 24 * 18		{ 24 * 18	
	AVG. AUD. BY ¼ HR. %		{ 6.7 7.2		{ 7.7 7.8		{ 6.8 6.8		{ 6.8 7.0		{ 6.4 6.3		{ 6.5 6.4		{ 4.9 4.9		{ 5.0 5.0	
	TOTAL AUDIENCE (Households (000) & %)		{ 3,420 4.2		{ 2,040 2.5		{ 3,340 4.1		{ 6,600 8.1		{ 4,970 6.1		{ 4,970 6.1		{ 4,970 6.1		{ 4,970 6.1	
	NBC TV		TEXAS		DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD		ANOTHER WORLD		ANOTHER WORLD		ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,280 2.8		{ 1,710 2.1		{ 2,610 3.2		{ 5,220 6.4		{ 3,340 4.1		{ 3,340 4.1		{ 3,340 4.1		{ 3,340 4.1	
	SHARE OF AUDIENCE %		{ 13 13 *		{ 12 * 8		{ 12 12		{ 22 22 *		{ 15 16 *		{ 15 16 *		{ 15 16 *		{ 15 16 *	
	AVG. AUD. BY ¼ HR. %		{ 3.0 2.8		{ 2.8 2.8		{ 2.1 2.2		{ 2.9 3.5		{ 6.2 6.4		{ 6.5 6.5		{ 4.4 3.8		{ 3.8 3.7	
TV HOUSEHOLDS USING TV		WK. 1	11.4	10.1	20.6	22.1	24.1	25.1	24.4	25.7	27.0	27.2	27.0	27.0	25.7	26.1	25.3	25.6
(See Def. 1)		WK. 2	11.8	12.5	23.0	23.9	24.9	26.0	25.7	26.9	28.5	29.3	29.0	28.4	27.1	27.1	26.4	27.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,190 12.5				{ 4,480 5.5						{ 10,510 12.9					
	ABC TV	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT		(SUS OP)				ABC WORLD NEWS TONIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,070 9.9				{ 3,830 4.7						{ 8,970 11.0					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 35 8.9		{ 35* 9.9		{ 10.4* 10.5		{ 18 4.8		{ 4.6 4.6		{ 24 11.0		{ 11.1 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,780 8.3				{ 3,100 3.8						{ 10,600 13.0					
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES		(SUS OP)				CBS EVENING NEWS RATHER					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7		{ 6.5* 6.5		{ 2,690 3.3						{ 9,130 11.2					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 24 6.4		{ 24* 6.6		{ 23* 6.9		{ 11 3.3		{ 3.3 3.3		{ 24 11.0		{ 11.4 11.4			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,560 5.6										{ 9,620 11.8					
	NBC TV	CHIPS M-F										NBC NIGHTLY NEWS					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.8		{ 3.4* 3.4		{ 4.3* 4.3						{ 8,310 10.2					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 14 3.3		{ 13* 3.5		{ 15* 4.1		{ 4.5 4.5				{ 22 10.1		{ 10.2 10.2			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,350 12.7				{ 4,160 5.1						{ 10,190 12.5					
	ABC TV	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT						ABC WORLD NEWS TONIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,150 10.0		{ 9.8* 9.8		{ 3,500 4.3						{ 8,880 10.9					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 34 9.6		{ 35* 9.9		{ 34* 10.3		{ 15 4.4		{ 4.1 4.1		{ 23 10.7		{ 11.1 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,930 8.5				{ 3,100 3.8						{ 10,110 12.4					
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES		(S)(OP)				CBS EVENING NEWS- RATHER					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7		{ 6.6* 6.6		{ 2,610 3.2						{ 8,970 11.0					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 23 6.4		{ 24* 6.7		{ 23* 6.8		{ 11 3.2		{ 3.3 3.3		{ 24 10.8		{ 11.1 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,480 5.5										{ 9,370 11.5					
	NBC TV	CHIPS M-F										NBC NIGHTLY NEWS					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,930 3.6		{ 3.2* 3.2		{ 4.1* 4.1						{ 8,150 10.0					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 12 3.1		{ 11* 3.4		{ 14* 3.9		{ 4.2 4.2				{ 21 9.8		{ 10.2 10.2			
TV HOUSEHOLDS USING TV		WK. 1	26.3	27.4	28.5	29.6	30.7	31.8	32.9	34.0	35.1	36.2	37.3	38.4	39.5	40.6	41.7
(See Def. 1)		WK. 2	27.4	28.5	29.6	30.7	31.8	32.9	34.0	35.1	36.2	37.3	38.4	39.5	40.6	41.7	42.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 2	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 2	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 2	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV		WK. 1	7	7.4	8.5	10.4	12.1	13.7	15.6	17.6	19.1	20.1	20.2	21.3	21.6	21.9	22.2
(See Def. 1)		WK. 2	6.2	7.7	9.3	10.5	11.9	14.1	16.2	17.2	18.8	20.6	20.2	21.3	21.6	21.9	22.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nickel NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 29, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,950 7.3	5,950 7.3	5,220 6.4	6,110 7.5	AMERICAN BANDSTAND '82									
	ABC TV		FONZ AND HAPPY DAYS GANG	HEATHCLIFF & MARMADUKE	ABC WEEKEND SPECIALS THE RANSOM OF RED CHIEF											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,890 6.0	4,890 6.0	4,400 5.4	3,750 4.8	4.7*					4.6*				
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	27 5.9	26 6.1	22 5.5	17 5.0	18*	4.4	4.7			17*	4.5			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,010 8.6	4,970 6.1	3,750 4.6	3,670 4.5	1,070 4.5	2,930 3.6								
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)	BLACKSTAR (OP)	TROLLKINS (OP)	TOM AND JERRY COMEDY SHOW (OP)	KNICKY KOALA SHOW (OP)	30 MINUTES								
	AVERAGE AUDIENCE (Households (000) & %)	{	5,710 7.0	4,320 5.3	2,930 3.6	3,180 3.9	2,930 3.6	2,200 2.7								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	31 7.4	22 6.5	15 5.4	15 5.1	13 3.7	10 2.7	3.6	3.6		10 2.7	2.7			
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	3,670 4.5	3,180 3.9	3,180 3.9	1,960 2.4	3,500 4.3	10,840 13.3	NBC MAJOR LEAGUE BASEBALL CINCINNATI VS MONTREAL (OP) CHICAGO WHITE SOX VS CLEVELAND MULTI SEGMENT TELECAST							
	NBC TV		SPACE STARS I	SPACE STARS II (OP)	DAFFY/SPEEDY SHOW (OP)	BULLWINKLE	(1) (-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,850 3.5	2,450 3.0	2,610 3.2	1,390 1.7	3,260 4.0	4,560 5.6	4.9*			5.5*				
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	15 3.6	13 3.4	13 3.1	6 2.9	15 3.2	21 4.2	18*	5.1	5.5	21*	5.6	22*	6.1	

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TOTAL AUDIENCE (Households (000) & %)		{	4,400 5.4	5,220 6.4	4,320 5.3	6,280 7.7	AMERICAN BANDSTAND '82									
ABC TV			FONZ AND HAPPY DAYS GANG	HEATHCLIFF & MARMADUKE	ABC WEEKEND SPECIALS THE HORSE THAT PLAYED CENTERFIELD											
AVERAGE AUDIENCE (Households (000) & %)		{	3,590 4.4	4,320 5.3	3,910 4.8	3,670 4.5	4.2*					4.8*				
SHARE OF AUDIENCE		%	18	22	18	17	16 *					18 *				
AVG. AUD. BY 1/4 HR.		%	4.5	4.4	5.1	5.5	4.7	4.9	4.0	4.3	4.6	5.0				
TOTAL AUDIENCE (Households (000) & %)		{	7,580 9.3	5,710 7.0	3,990 4.9	5,130 6.3	4,560 5.6	3,670 4.5	4,890 6.0							
CBS TV			BUGS BUNNY/ROAD RUNNER 4 (OP)	BLACKSTAR (OP)	TROLLKINS (OP)	TOM AND JERRY COMEDY SHOW (OP)	KNICKY KOALA SHOW (OP)	30 MINUTES	FRENCH OPEN TENNIS-SAT (2:30-4:00PM)							
AVERAGE AUDIENCE (Households (000) & %)		{	6,520 8.0	4,560 5.6	3,180 3.9	4,320 5.3	3,910 4.8	2,930 3.6	2,280 2.8	2.7*						
SHARE OF AUDIENCE		%	31	23	15	20	18	13	9	9 *						
AVG. AUD. BY 1/4 HR.		%	7.9	8.0	5.7	5.5	3.8	3.9	5.3	5.2	4.9	4.8	3.7	3.6	2.6	
TOTAL AUDIENCE (Households (000) & %)		{	4,480 5.5	4,160 5.1	4,560 5.6	3,180 3.9	3,910 4.8	12,140 14.9								
NBC TV			SPACE STARS I	SPACE STARS II (OP)	DAFFY/SPEEDY SHOW (OP)	BULLWINKLE			(2)							
AVERAGE AUDIENCE (Households (000) & %)		{	3,750 4.6	3,590 4.4	3,750 4.6	2,450 3.0	3,750 4.6	5,460 6.7	6.7*							
SHARE OF AUDIENCE		%	18	18	17	11	17	22	23 *							
AVG. AUD. BY 1/4 HR.		%	4.8	4.4	4.4	4.5	4.4	4.9	3.5	2.6						

TV HOUSEHOLDS USING TV	WK. 1	21.1	21.7	24.8	24.8	24.8	25.4	26.7	26.6	27.0	27.2	27.4	27.4	27.0	26.6	27.1
(See Def. 1)	WK. 2	21.7	24.4	24.6	25.1	26.2	26.2	25.7	25.9	27.5	27.2	27.5	26.9	26.4	27.0	27.1

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

A-29 (2) NBC MAJOR LEAGUE BASEBALL, SEATTLE VS DETROIT & SAN FRANCISCO VS CHICAGO CUBS, NBC, (2:15-4:51PM)

For explanation of symbols, See page A

DAY SAT. JUNE 5, 1982

NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 29, 1982

MI 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		7,580 9.3		10,920 13.4													
	ABC TV		PRO BOWLERS-SPRING ED. (3:30-5:02PM)(-OP)										ABC WIDE WORLD-SPORTS SAT (5:02-6:30PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)		3,910 4.8		4.4*		4.6*		5.4*		4,890 6.0		5.1*		5.3*		7.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 4.4		15*		15*		16*		17 5.1		15*		15*		20*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		5,050 6.2		8,720 10.7		7,420 9.1 CBS SAT. NEWS SCHIEFFER											
	CBS TV		MEMORIAL GOLF TOURN -SAT										CBS SPORTS SATURDAY					
	AVERAGE AUDIENCE (Households (000) & %)		2,280 2.8		2.7*		2.8*		3.0*		4,580 5.6		4.7*		6.2*		5.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		10 2.8		10*		10*		10*		17 5.8		14*		19*		17*	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		13,530 16.6												5,790 7.1			
	NBC TV		NBC MAJOR LEAGUE BASEBALL (CINCINNATI VS MONTREAL(-OP) CHICAGO WHITE SOX VS CLEVELAND MULTI SEGMENT TELECAST)										NBC MAJOR LEAGUE GAME 2 (MILWAUKEE VS CALIFORNIA ATLANTA VS PHILADELPHIA(OP) MULTI SEGMENT TELECAST)					
	AVERAGE AUDIENCE (Households (000) & %)		6.3*		6.2*		5,050 6.2		5.5*		5.4*		5.7*		6.3*		7.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23*		22*		18		18*		17*		18*		19*		19*	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		8,970 11.0		12,800 15.7													
	ABC TV		PRO BOWLERS-SPRING ED. (3:30-5:02PM)(-OP)										ABC WIDE WORLD-SPORTS SAT (5:02-6:30PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)		4,320 5.3		4.8*		4.8*		6.3*		8,070 9.9		8.8*		9.8*		11.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		16 4.7		16*		15*		18*		25 8.7		24*		25*		27*	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		4,890 6.0		11,000 13.5		6,520 8.0 CBS SAT. NEWS SCHIEFFER											
	CBS TV		FRENCH OPEN TENNIS-SAT (2:30-4:00PM)										KEMPER OPEN SAT				BELMONT STAKES	
	AVERAGE AUDIENCE (Households (000) & %)		2.8*		2.8*		3,100 3.8		3.4*		7,170 8.8		8.1*		9.5*		5,540 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9*		9*		11		11*		25 7.5		23*		26*		16	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		6,280 7.7		6,280 7.7 NBC NIGHTLY NEWS-SAT													
	NBC TV		NBC MAJOR LEAGUE BASEBALL (SEATTLE VS DETROIT SAN FRANCISCO VS CHICAGO CUBS (2:15-4:15PM)(5:05-OP)															
	AVERAGE AUDIENCE (Households (000) & %)		6.8*		6.6*		6.7*		7.5*								5,540 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23*		22*		21*		22*								16 6.8	

TV HOUSEHOLDS USING TV	WK 1	2.9	2.9	2.9	30.4	31.7	32.5	33.3	33.0	34.0	34.2	34.8	37.9	39.0	39.4	39.4	39.4	39.4
(See Def 1)	WK 2	2.5	2.5	2.5	30.7	32.1	34.4	36.5	36.5	37.8	38.9	39.4	40.3	41.6	42.8	42.8	42.8	42.8

U.S. TV Households, 81,500,000

For explanation of symbols, see page 4

DAY SAT. JUNE 5, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
E	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
K	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
E	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
K	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

U.S. TV Households: \$1,500,000

For explanation of symbols, See page A

DAY SUN. JUNE 6, 1982

NATIONAL TV AUDIENCE ESTIMATES

DAY SUN MAY 30 1982

TIME	11 00	11 15	11 30	11 45	12 00	12 15	12 30	12 45	1 00	1 15	1 30	1 45
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W E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 2,360 2.9		3,910 4.8		THIS WEEK DAVID BRINKLEY →		DIRECTIONS (SUS)			
	ABC TV		KIDS ARE PEOPLE TOO II (11:06-11:30AM) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{ 1,960 2.4		2,120 2.6		2.8*		2.4*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 11 2.4		12 2.5		12* 2.8		11* 2.5		2.3	
W E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 3,180 3.9		15,180 18.6		FACE THE NATION		NBA CHAMPIONSHIP GAME-2 LOS ANGELES VS PHILADELPHIA (1:00-3:00PM)			
	CBS TV											
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,690 3.3		7,910 9.7		7.8*		9.9*		9.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 15 3.0		34 7.0		30* 8.6		36* 9.9		33* 10.3	
W E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 3,990 4.9		3,500 4.3		MEET THE PRESS		RELIGIOUS SERIES (SUS)			
	NBC TV											
	AVERAGE AUDIENCE (Households (000) & %)		{ 4.3 19		4.2		4.4					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 19 4.2									
W E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 2,280 2.8		4,650 5.7		THIS WEEK DAVID BRINKLEY →		DIRECTIONS (SUS)		9,450 11.6	
	ABC TV		KIDS ARE PEOPLE TOO II (11:04-11:30AM) (OP)								GRAND PRIX OF DETROIT (2:00-4:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)		{ 1,790 2.2		3,100 3.8		3.7*		3.9*		3,910 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 9 2.2		15 3.5		14* 4.0		15* 4.1		14* 3.8	
W E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 3,260 4.0		9,050 11.1		FACE THE NATION		FRENCH OPEN TENNIS SUN		17,200 21.1	
	CBS TV										NBA CHAMPIONSHIP GAME 5 LOS ANGELES VS PHILADELPHIA (2:00-4:30PM) (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,360 2.9		3,020 3.7		2.2*		2.7*		9,940 12.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 11 2.8		14 3.1		9* 2.2		11* 2.7		20* 3.4	
W E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 2,690 3.3		3,910 4.8		NBC NEWS SPECIAL REPORT I		MEET THE PRESS			
	NBC TV											
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,120 2.6		3,020 3.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 11 2.6		15 2.6		3.7		3.8			

TV HOUSEHOLDS USING TV WK. 1	WK. 2	WK. 3	WK. 4	WK. 5	WK. 6	WK. 7	WK. 8	WK. 9	WK. 10	WK. 11	WK. 12	WK. 13	WK. 14	WK. 15	WK. 16	WK. 17	WK. 18	WK. 19	WK. 20
(See Def. 1)																			
U.S. TV Households: 81,500,000																			

For explanation of symbols, See page A

DAY SUN. JUNE 6, 1982

U.S. TV Households: 81,500,000
(1) CBS EVENING NEWS-DEAN (B), (B), (4:40-7:00PM)

For explanation of symbols. See page A

DAY SUN. JUNE 6, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	AVG. AUD BY % HR	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	AVG. AUD BY % HR
TELE- CAST DAYS													
EVENING MONDAY													
NBC NBC NEWS UPDATE-2-MON(SUS)	2	9.45- 9.46PM	9.45										
EVENING TUESDAY													
CBS NBA CHAMPIONSHIP GM3(S)	2	9.00-11.40PM	→GRID 11.00 11.15 11.30						21,760	26.7	10,510	12.9	23
												12.6*	23*
													12.8 12.3 12.4
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.58- 9.59PM	9.45										
	2	9.57- 9.58PM	9.45										
EVENING THURSDAY													
CBS NBA CHAMPIONSHIP GAME-1(S)	1	9.00-11.30PM	→GRID 11.00 11.15	20,540	25.2	10,350	12.7	23					
								13.9					
							13.3*	26*					
CBS NBA CHAMPIONSHIP GAME-4(S)	2	9.00-11.33PM	→GRID 11.00 11.15 11.30						22,410	27.5	11,980	14.7	25
												15.5 15.0 11.5	
NBC NBC NEWS UPDATE-2-THU(SUS)		9.58- 9.59PM	9.45										

EVENING SATURDAY													
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	9,540	11.7	9,050	11.1	24					
	2	8.58- 8.59PM	8.45						11,250	13.8	11,250	13.8	28
ABC ABC NEWSBRIEF SAT		9.58- 9.59PM	9.45	12,310	15.1	12,310	15.1	30	14,340	17.6	14,340	17.6	35
CBS NEWSBREAK-SAT.	1	8.57- 8.59PM	8.45	8,310	10.2	8,070	9.9	21					
	2	8.58- 8.59PM	8.45						6,680	8.2	6,680	8.2	17
NBC NBC NEWS UPDATE-SAT		8.58- 8.59PM	8.45	6,030	7.4	6,030	7.4	16	5,380	6.6	5,380	6.6	14
NBC NBC NEWS UPDATE-2-SAT(SUS)		9.58- 9.59PM	9.45										
EVENING SUNDAY													
ABC ABC NEWSBRIEF SUN	2	7.55- 7.56PM	7.45						6,440	7.9	6,440	7.9	16
	1	8.58- 8.59PM	8.45	8,720	10.7	8,720	10.7	22					
ABC ABC NEWSBRIEF SUN	1	9.54- 9.56PM	9.45	8,640	10.6	8,480	10.4	20					
	2	9.56- 9.57PM	9.45						9,940	12.2	9,940	12.2	21
CBS NEWSBRIEF SUN		8.58- 8.59PM	8.45	8,720	10.7	8,720	10.7	22	11,570	14.2	11,570	14.2	26
NBC NBC NEWS UPDATE-SUN	2	9.00-11.13PM	→GRID 11.00						24,610	30.2	12,800	15.7	27
		8.58- 8.59PM	8.45	10,110	12.4	10,110	12.4	26					14.4
NBC NBC NEWS UPDATE-SUN		9.47- 9.50PM	9.45						9,540	11.7	9,540	11.7	21
	1	10.16-10.17PM	10.15	13,770	16.9	13,770	16.9	32	12,960	15.9	12,960	15.9	27
EVENING MONDAY-FRIDAY													
ABC ABC NEWSBRIEF MON-FRI			9.45	12,630	15.5	12,550	15.4	26	12,140	14.9	12,140	14.9	25
			10.00										15.3 M-F
ABC ABC NEWS-NIGHTLINE			11.30	7,820	9.6	6,030	7.4	21	7,420	9.1	6,030	7.4	21
CONT'D													13.1 MON.
													8.3 M-F

Nielsen NATIONAL TV AUDIENCE ESTIMATES

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	
EVENING MONDAY-FRIDAY-CONT'D									6.5	M-F							
ABC ABC NEWS:NIGHTLINE-CONT'D			11.45						3.7	MON.							
ABC ABC MOVIE OF THE WEEK	1	12.00- 1.11AM	12.00	3,990	4.9	2,450	3.0	14	3.0	MON.							
			12.15				3.4*	14*	2.9	MON.							
			12.30						2.6	MON.							
			12.45				2.8*	14*	2.8	MON.							
			1.00														
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.10AM	12.00	4,810	5.9	4,730	5.8	21	5.8	WED.							
ABC FANTASY ISLAND -12.00	1	12.00- 1.09AM	12.00	4,320	5.3	2,770	3.4	15	3.3	TUE.							
			12.15				3.4*	13*	3.5	TUE.							
			12.30						3.7	TUE.							
			12.45				3.5*	17*	3.3	TUE.							
			1.00						3.0	TUE.							
ABC FRIDAYS		12.00 1.11AM	12.00	7,090	8.7	3,830	4.7	17	5.5	FRI.	5,710	7.0	3,420	4.2	16	4.5	FRI.
			12.15				5.4*	17*	5.4	FRI.				4.4*	15*	4.4	FRI.
			12.30						5.0	FRI.						4.2	FRI.
			12.45				4.4*	17*	3.8	FRI.				4.1*	17*	4.1	FRI.
			1.00						3.5	FRI.						4.0	FRI.
ABC LOVE BOAT-12.00	1	12.10- 1.18AM	12.00	3,990	4.9	2,530	3.1	15	3.2	WED.							
			12.15				2.9*	12*	2.9	WED.							
			12.30						3.0	WED.							

			12.45						3.1* 16*	3.2	WED.					
			1.00						3.2	WED.						
			1.15						2.7	WED.						
ABC MANIONS-AMERICA MON-PT 1(S)	2	12.00- 1.11AM	12.00								3,100	3.8	1,870	2.3	10	3.1
			12.15											2.6*	10*	2.1
			12.30													2.2
			12.45											2.2*	11*	2.2
			1.00													1.9
ABC MANIONS-AMERICA TUE-PT 1(S)	2	12.00- 1.11AM	12.00								3,500	4.3	2,280	2.8	12	3.3
			12.15											3.2*	12*	3.0
			12.30													2.6
			12.45											2.5*	12*	2.4
			1.00													2.4
ABC MANIONS AMERICA WED PT 1(S)	2	12.00- 1.11AM	12.00								3,830	4.7	2,450	3.0	13	3.9
			12.15											3.5*	13*	3.0
			12.30													2.8
			12.45											2.8*	14*	2.7
			1.00													2.4
ABC VEGA\$ 12.00	1	12.00- 1.09AM	12.00	4,810	5.9	3,020	3.7	16	4.0	THU.						
	2	12.00- 1.08AM	12.00								3,990	4.9	2,610	3.2	13	3.9
			12.15				3.9*	14*	3.7	THU.				3.7*	13*	3.6
			12.30						3.9	THU.						3.0
			12.45				3.7*	17*	3.6	THU.				2.9*	14*	2.7
			1.00						3.2	THU.						2.3
ABC ABC MOVIE OF THE WEEK-2	1	1.11- 1.27AM	1.00	2,200	2.7	2,200	2.7	19	2.8	MON.						
			1.15						2.7	MON.						
	1	1.27- 3.03AM (SUS)														

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OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC FRIDAYS-PART 2	1	1.11- 1.20AM	1.00	2,850	3.5	2,610	3.2	16	3.2	FRI.							
	2	1.11- 1.21AM	1.00								3,100	3.8	3,260	4.0	18	4.4	FRI.
			1.15						3.3	FRI.						3.0	FRI.
	1	1.20- 1.29AM	(SUS)														
	2	1.21- 1.29AM	(SUS)														
ABC MANIONS-AMERICA MON-PT 2(S)	2	1.11- 1.28AM	1.00								1,710	2.1	1,470	1.8	12	1.9	MON.
			1.15													1.8	MON.
	2	1.28- 2.14AM	(SUS)														
ABC MANIONS-AMERICA TUE-PT 2(S)	2	1.11- 1.31AM	1.00								2,120	2.6	1,960	2.4	14	2.4	TUE.
			1.15													2.4	TUE.
			1.30													2.2	TUE.
	2	1.31- 2.14AM	(SUS)														
ABC MANIONS-AMERICA WED-PT 2(S)	2	1.11- 1.32AM	1.00								2,040	2.5	1,790	2.2	15	2.2	WED.
			1.15													2.2	WED.
			1.30													2.3	WED.
	2	1.32- 2.14AM	(SUS)														
CBS NEWSBREAK-M-F	2	>	8.15								8,800	10.8	8,800	10.8	20	10.2	M-F
	1	>	8.45	9,210	11.3	8,880	10.9	20	11.2	M-F						11.0	TU-F
CBS LATE MOVIE I		>	11.30	7,250	8.9	4,650	5.7	20	6.3	M-F	7,500	9.2	4,890	6.0	22	7.2	M-F
			11.45				6.2*	18*	6.1	MTUWF				7.1*	20*	6.9	MWF

		12.00							5.8	M-F						6.3	M-F
		12.15							5.4	M-F						6.0	M-F
		12.30							5.1	M-F						5.5	M-F
		12.45							5.3	M-F						4.9	M-F
		1.00							6.0	THU.						5.0	TU&TH
		1.15														4.2	TU&TH
CBS LATE MOVIE II	VARIOUS TIMES	(SUS)															
	>	12.30	4,560	5.6	3,590	4.4	25		4.9	M-F	4,320	5.3	3,420	4.2	25	5.8	M-F
		12.45							4.6	MTUWF						5.0	M-F
		1.00							4.6	M-F						4.4	M-F
		1.15							4.2*	25*						4.1	M-F
		1.30							4.3	M-F						3.7	TU&TH
		1.45							3.5	W & TH						3.4	TU&TH
		2.00							4.0	W & TH						3.3	TU&TH
	VARIOUS TIMES	(SUS)															
NBC NBC NEWS UPDATE-M-F	>	8.45	9,700	11.9	9,700	11.9	21		11.8	M-F	8,390	10.3	8,390	10.3	18	10.3	M-F
		9.00							12.1	MTUWF							
NBC NBC NEWS UPDATE-2-M-F	9.58- 9.59PM	9.45	9,540	11.7	9,540	11.7	20		11.7	MWF	9,210	11.3	9,210	11.3	20	11.3	W & F
NBC TONIGHT SHOW	11.30-12.30AM	11.30	8,880	10.9	5,380	6.6	21		7.9	M-F	8,310	10.2	4,650	5.7	18	7.4	M-F
		11.45							6.9	M-F						6.2	M-F
		12.00							6.1	M-F						5.2	M-F
		12.15							5.4	M-F						4.3	M-F
NBC DAVID LETTERMAN I	12.30- 1.00AM	12.30	2,850	3.5	2,450	3.0	15		3.3	M-TH	2,770	3.4	2,280	2.8	13	3.0	M-TH
		12.45							2.7	M-TH						2.6	M-TH
NBC DAVID LETTERMAN SPECIAL(S)	2 12.30- 1.55AM	12.30									4,320	5.3	2,360	2.9	13	3.5	FRI.
		12.45														3.0	FRI.
		1.00														2.9	FRI.

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
NBC DAVID LETTERMAN SPECIAL(S)-CONT'D																	
			1.15											2.8* 13*	2.7 FRI.		
			1.30												2.7 FRI.		
			1.45											2.6* 14*	2.5 FRI.		
NBC SCTV NETWORK	I	12.30- 2.00AM	12.30	5,710	7.0	2,690	3.3	16	5.0	FRI.							
			12.45				4.6*	17*	4.2	FRI.							
			1.00						3.5	FRI.							
			1.15				3.2*	15*	2.8	FRI.							
			1.30						2.3	FRI.							
			1.45				2.3*	14*	2.2	FRI.							
NBC DAVID LETTERMAN II			1.00	2,360	2.9	1,870	2.3	14	2.4	M-TH	2,120	2.6	1,790	2.2	14	2.3 M-TH	
			1.15						2.2	M-TH						2.1 M-TH	
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F						M-F	
ABC REAGAN NEWS CONF.-ABC(SUS)	1	1.11- 1.30PM	1.00							MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,360	7.8	6,190	7.6	28	7.6	M-F	7,090	8.7	6,850	8.4	29	8.4 M-F	
ABC ABC SPECIAL RPT.I(SUS)	1	1.50- 1.53PM	1.45							WED.							
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F						M-F	

ABC FYI-3.58(SUS)															
		3.58- 3.59PM	3.45						M-F						M-F
ABC ABC SPECIAL RPT.2(SUS)				1					FRI.						
CBS SUMMER SEMESTER-MWF(SUS)									M-F						M-F
CBS SUMMER SEMESTER-TTH(SUS)									M-F						M-F
CBS CAPTAIN KANGAROO									M-F						M-F
		6.30- 7.00AM	6.30	410	.5			<<	<< M-F	490	.6			<<	<< M-F
			6.45						<< M-F						<< M-F
CBS NEWSBREAK-11.57									M-F						M-F
		11.57-11.59AM	11.45	5,380	6.6	5,220	6.4	30	6.4 M-F	5,460	6.7	5,220	6.4	27	6.4 M-F
CBS CBS SPECIAL RPT TUE(SUS)				2											TUE.
CBS CBS SPECIAL RPT MON(SUS)				1					MON.						
CBS CBS SPECIAL RPT TUE(SUS)				1					TUE.						
CBS NEWSBREAK-3.57									M-F	4,810	5.9	4,560	5.6	18	5.6 M-F
CBS AFTERNOON PLAYHOUSE(S)				2						5,460	6.7	3,260	4.0	12	4.1 TUE.
		4.30- 5.30PM	4.30										4.0*	13*	3.9 TUE.
			4.45												4.1 TUE.
			5.00												4.1 TUE.
			5.15										4.0*	12*	4.0 TUE.
CBS CBS SPECIAL RPT FRI(SUS)				1					FRI.						
DAY SATURDAY															
ABC SCHOOLHOUSE ROCK-8.26AM										2,850	3.5	2,360	2.9	22	2.9
ABC SCHOOLHOUSE ROCK-8.55AM										2,610	3.2	2,200	2.7	17	2.7
ABC SCHOOLHOUSE ROCK-9.25AM										3,670	4.5	2,930	3.6	17	3.6
ABC DEAR ALEX & ANNIE-10.56AM										3,990	4.9	3,910	4.8	19	4.8
ABC PRO BOWLERS-SPRING ED.										8,970	11.0	4,320	5.3	16	
		3.30- 5.02PM	5.00	7,580	9.3	3,910	4.8	15							7.5

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				WEEK 1						WEEK 2							
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			%	HOUSEHOLDS	%	HOUSEHOLDS	%		
NETWORK/PROGRAM	#	(N.Y.T.)	HR	(000)	%	(000)	%	%	%		(000)	%	(000)	%	%	%	
DAY SATURDAY-CONT'D																	
CBS SUMMER SEMESTER-SAT(SUS)		6.00- 6.30AM	6.00								2,120	2.6	1,790	2.2	10	2.2	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,040	2.5	1,630	2.0	15	2.0		2,450	3.0	2,280	2.8	16	2.8	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,280	2.8	2,120	2.6	15	2.6		3,340	4.1	3,100	3.8	18	3.8	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,260	4.0	2,850	3.5	17	3.5		4,970	6.1	4,810	5.9	26	5.9	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	4,730	5.8	4,560	5.6	26	5.6		6,930	8.5	6,520	8.0	31	8.0	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,950	7.3	5,710	7.0	30	7.0		6,600	8.1	6,360	7.8	30	7.8	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,300	6.5	5,050	6.2	28	6.2		4,730	5.8	4,400	5.4	22	5.4	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,400	5.4	3,750	4.6	19	4.6		3,750	4.6	3,180	3.9	15	3.9	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,100	3.8	2,690	3.3	13	3.3		4,400	5.4	4,160	5.1	20	5.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,590	4.4	3,260	4.0	15	4.0		3,990	4.9	3,590	4.4	16	4.4	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,770	3.4	2,530	3.1	11	3.1		2,930	3.6	2,850	3.5	26	3.5	
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,590	4.4	3,340	4.1	31	4.1		6,030	7.4	5,870	7.2	38	7.2	
NBC BETCHA DON'T KNOW-9:28AM		9.28- 9.30AM	9.15	6,030	7.4	5,870	7.2	38	7.2		3,990	4.9	3,830	4.7	19	4.7	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	3,500	4.3	3,420	4.2	19	4.2		3,990	4.9	3,500	4.3	17	4.3	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	2,690	3.3	2,450	3.0	12	3.0		3,830	4.7	3,590	4.4	16	4.4	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	2,450	3.0	2,360	2.9	12	2.9								
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.17PM	-GRID	3,500	4.3	3,260	4.0	15									

NBC NBC MAJOR LEAGUE BASEBALL	1	1.17- 4.00PM	1.15 -GRID 4.00 4.15	10,840	13.3	4,560	5.6	21	4.0								
NBC BASEBALL FILL(SUS)	2	4.51- 5.00PM	4.45				1.5*	5*	1.6								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.06AM	-GRID	2,280	2.8	1,710	2.1	10			2,120	2.6	1,550	1.9	8		2.0
	2	10.30-11.04AM	-GRID 11.00						2.6								
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	2,040	2.5	1,960	2.4	11	2.4		1,960	2.4	1,790	2.2	9		2.2
ABC SPECIAL REPORT(SUS)	2	4.07- 4.08PM	4.00														
CBS CBS SPECIAL RPT 8.00AM(SUS)	2	8.00- 8.01AM	8.00														
CBS MIGHTY MOUSE/HECKLE-JECKL(SUS)	2	8.00- 8.30AM	8.00														
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS DRAK PACK(SUS)	2	8.30- 9.00AM	8.30														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS NBA CHAMPIONSHIP GAME-2(S)	1	1.00- 3.40PM	-GRID 3.30	15,160	18.6	7,910	9.7	34	11.5								
CBS NBA CHAMPIONSHIP GAME-5(S)	2	2.00- 4.39PM	-GRID 4.30								17,200	21.1	9,940	12.2	35		13.0
CBS CBS SPECIAL RPT 2.48PM(SUS)	2	2.48- 2.52PM	2.45														
CBS KEMPER OPEN-SUN(S)	2	4.39- 6.40PM	-GRID 6.30								13,200	16.2	6,190	7.6	19		7.4

Bulletin

June 18, 1982

THE PRESIDENT'S MAY 13 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Thursday, May 13, 1982, at 8:00-8:42PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	39.7	32.4
Average Audience		
Households	32.5	26.5
Total Persons*	19.1	41.2
Total Women	22.8	19.3
18-49	16.3	8.7
Total Men	20.1	15.3
18-49	14.0	7.1
Total Teens	13.5	3.0
Total Children*	11.1	3.7

*Excluding children under 2 years of age.

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